

Reeti Sharma

Creative Content Strategist
Social media Maven and Linguistic Luminary

SUMMARY

Experienced professional blending expertise in content creation, social media management, and language proficiency training. Over 6 years of guiding students through studying abroad and providing advanced language instruction. Passionate about leveraging language proficiency and adept at crafting engaging content for various platforms including blogs, forums, and social media channels.

EXPERIENCE

Senior Content Executive

Silver Touch Technologies Ltd, Lucknow (U.P) | Sept. 2023 - Present

- Spearhead content strategies for clients and business needs.
- Manage content marketing across various platforms for desired traction.
- Responsible for blogs and forum writings for maximum readership.
- Draft tailor-made pieces for public domain publishing under various print media.
- Impeccable command of communication skills, instrumental in creating a positive reader experience.

Language Proficiency Trainer & Overseas Study counselor

Komet study Abroad, Raipur, C.G. | July 2019 - January 2021

- Trained Students for GRE & TOEFL exams and helped them get admitted in the universities of their choice.
- Designing training programs through regular feedback, one to one assessment of students' progress.
- Improved English language skills of 60 students by 1 grade through use of interactive exercises, reading, writing, and speaking.
- Managed an overall strength of more than 120 students per month, by conducting IELTS, PTE and TOEFL preparation classes.

HR & Business Development Manager

Travel to Learn Pvt. Ltd., Indore (M.P) | May 2012 - October 2013

- Responsible for HR and Admin functions, building the employee handbook, managing recruitment, and developing business relationships with clients and suppliers.
- Sourced business opportunities through cold calling, networking, and referrals.
- Prospecting for new clients, utilizing LinkedIn, email and phone calls; increasing the prospect pool by 20% in one year

Senior HR Executive

Avon India Pvt. Ltd., New Delhi | October 2010 - October 2011

- Responsible for HR and admin functions of a unit, which included hiring and onboarding new employees, employee relations, and recruitment.
- Handled Employee Grievances and, in the process, built a strong sense of trust and camaraderie.
- Mentoring and counseling new hires through orientation and training process.

CONTACT

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Nagar, Lucknow,
Uttar Pradesh, India

EDUCATION

MBA | 2010

HR & Marketing
Indore Management Institute
and Research Centre
Indore, Madhya Pradesh

M.SC. | 2005

Botany
Home Science College, Jabalpur
Madhya Pradesh

B.SC. | 2003

CBZ
Home Science College, Jabalpur
Madhya Pradesh

SKILLS

1. Content Creation
 2. Social Media Management
 3. Content Strategy Development
 4. Linguistic Proficiency
 5. Creative Thinking
 6. Analytical Skills
 7. Adaptability and Flexibility
 8. Attention to Detail
 9. Interpersonal Skills
 10. Learning agility
 11. Performance management proficiency
 12. Work force development
 13. Excellent Communication
 14. Project Management
 15. Collaboration skills
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CERTIFICATIONS

Training in supply Chain Management
Singapore Management Institute, Singapore

Program Executive

Mind Edutainment Pvt. Ltd., New Delhi | February 2010 - September 2010

- Improved the company's profits for enhancing the diversification of an entity (MEPL) and implementation.
- Managed the Business Development planning process in targeting key accounts i.e. Bangalore (South) for MEPL
- Versatility with the ability to manage multiple tasks (i.e. arranging a child psychology seminar for clientele i.e. Parents, Teachers, Students at international schools in a pressured environment.

Language and Corporate Trainer

Strides, Jabalpur (M.P.) | September 2006 - January 2008

- Trained over 350 professionals in English language and corporate communication skills.
 - Identified training needs of students and prepared individualized learning plans for them.
 - Conducted personality grooming sessions for 200+ students.
 - Created and delivered language training for over 100 students and working professionals, from various backgrounds, and improved their communication skills.
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