



RITVEEK GROVER

Digital Marketing & Social Media Specialist

PROFESSIONAL SUMMARY

Results-driven Content Marketing Specialist with certifications from Northwestern University, Meta, and Google. Expertise in digital marketing, content creation, social media management, SEO, and brand storytelling. Proven ability to enhance brand visibility and audience engagement through data-driven strategies, video production, and graphic design. Adept at utilizing performance analytics to optimize campaigns and improve ROI. Seeking to leverage my expertise in a dynamic and growth-oriented organization.

SKILLS

- DaVinci Resolve
- Adobe Photoshop & InDesign
- Final Cut Pro
- CapCut
- Hootsuite & Social Media Analytics Tools

EDUCATION

AMITY UNIVERSITY

- Bachelors of Journalism and Mass Communication
- Minor in Performing Arts

(2021 – 2024)
[Credentials](#)

MANAV RACHNA INTERNATIONAL SCHOOL

- Non-Medical Science (2021)



EMKAY INFOTECH INDIA | DELHI, INDIA | JUL 2022 – OCT 2022

- Produced high-quality video content and graphics to support digital marketing initiatives.
- Assisted in business development by identifying growth opportunities and implementing strategic solutions.
- Partnered with a team of digital marketers and acquisition specialists to execute data-driven campaigns.

ASSISTANT - ART CURATOR



INDIA ART FAIR | DELHI, INDIA | APR 2022 – MAY 2022

- Assisted in event coordination and guest management for India's premier art exhibition.
- Designed marketing collateral including brochures, newsletters, banners, and posters.
- Provided guided assistance to guests, ensuring a seamless event experience.



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Licenses & certifications

	Advertising with Meta Meta	
	Social Media Management Meta	
	Attract and Engage Customers with Digital Marketing Google	
	Fundamentals of digital marketing Google Digital Garage	
	Engagement & Nurture Marketing Strategies Northwestern University	
	Content, Advertising & Social IMC Northwestern University	
	LinkedIn Workshop GrowthSchool	
	SEO Workshop GrowthSchool	
	The Strategy of Content Marketing University of California, Davis	
	Amazon Web Services, training and certification Amazon Web Services	
	Instagram 101 Skillhouse	
	Photography Skillshare	

HONORS & AWARDS

 WINNERS OF CONFLUENCE NIT KURUKSHETRA • A Shimmering Soirée.	Credentials
 WINNERS OF JU RHYTHM'22 JECRC University • The first prize in Street theatre	Credentials
 Theatre Production workshop National School of Drama, New Delhi	Credentials
 BATTLE OF BANDS Lancers International School, Gurgaon •	Credentials

DOMAIN OF EXPERTISE

- Content Marketing & Digital Strategy
- Social Media Management & Analytics
- SEO & Data-Driven Marketing
- Video Production & Editing (DaVinci Resolve, Final Cut Pro)
- Graphic Design (Adobe Photoshop, Adobe InDesign)
- Brand Development & Audience Engagement
- Advertising & Marketing Strategy
- Cross-Platform Digital Campaigns

CONTACT ME

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 ritveekgrover.com



Visit : ritveekgrover.com