

# Shifa Moon

Social Media and Business Development Management

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## Languages

English

Hindi

## About

### BRANDS WORKED WITH

- AestheticAlly
- BIZZY BABY MEDIA & ENTERTAINMENT PVT. LTD
- Captain Zack, University of Barkley
- della
- Hayawiia
- PITCH COLLECTIVE
- Wizcraft Entertainment Agency Private Ltd

## Experience

### ● Co-founder and Chief Executive Officer

| May 2023 - Now

Services offered - Digital Marketing and Social Media Management that includes: Creation and management of social handles on platforms such as Instagram, Facebook and LinkedIn Content Ideation Content Creation Presentation Creation Customer Servicing Paid Advertisements Account Management Marketing Strategy Development Monitoring and evaluation of the growth of social handles

### ● Business Development Executive

BIZZY BABY MEDIA & ENTERTAINMENT PVT. LTD | Feb 2023 - Jul 2023

Wildlife Foundation and company personal accounts. Content Creation Content Ideation Account Management Customer Servicing Presentation Creation Business Development Executive - Planning and execution of ideas for driving business growth within the company. Hiring of vendors Planning of execution of business goals Cold emails Creating partnership opportunities Generation of leads Nurturing and developing relations with key customers Setting up in-person meetings with potential clients Providing specialist advice on the services offered by the company

### ● Client Servicing Intern

Wizcraft Entertainment Agency Private Ltd | Apr 2022 - Dec 2022

Client Servicing Intern for Prime Video and other agencies Presentation creation Content Ideation Customer Servicing On-ground management of Events



### ● Digital Marketing and Vendor Management Executive

Hayawiia | Jun 2021 - Nov 2021

Management for Hayawiia Online reputation manager Customer Servicing

### ● Digital Marketing Intern - Social Media Management

Captain Zack, University of Barkley | Dec 2020 - Jun 2021

Customer Servicing Content Ideation Content Creation (Writing and Designing) Account Management



### ● Social Media Intern

AestheticAlly | Nov 2020 - Dec 2020

## Education & Training

### ● Brunel University

Master of Science,

2023

### ● KISHINCHAND CHELLARAM COLLEGE

Bachelor of Mass Media,

2020

- H.R. College of Commerce and Economics  
HSC,

2018

- J.B Petit High School For Girls  
ICSE,