

# KAVYA CHAWLA

## SOCIAL MEDIA MANAGER

### ABOUT ME

I'm a social media manager with a background in English Honours and a strong foundation in communication. With experience in both digital marketing and sales, I craft strategies that connect brands with their audiences, driving engagement and growth.

📞 8826409323

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📍 New Delhi, Delhi

### Education

#### SECONDARY SCHOOL

Manava Bharati India  
International school- 95.25%

2021

#### BACHELORS IN ENG (HONS)

CVS, South Campus Delhi University-73%

2021-2024

#### DIPLOMA IN INTERIOR DESIGN

Academy of Applied Arts, Delhi

2023-2025

### Expertise

**Content Strategy**  
**Writing**  
**Canva& Photoshop**  
**Premiere Pro**  
**Leveraging AI**  
**Analytical Skills**

### Language

**English**

**Hindi**

### WORK EXPERIENCE

#### THE QUINCE LIFE- SOCIAL MEDIA MANAGER AND VIDEO EDITOR

- Established strong visual cohesion across the feed, creating 20 posts a months (carousals& reels)
- Designed high-performing, scroll-stopping ad creative optimized for clarity, storytelling and conversions.

#### COACHEDBYSHWETA- COACHING BUSINESS

July - Oct 2025

- Collaborated closely with the coach to integrate marketing and paid campaign efforts, driving higher conversion and client retention.

#### SHIKSHA.COM -CONTENT WRITING

- SEO guest posts and UILP author
- Crafted educational articles on career opportunities and courses
- Authored Long-form articles (2k+ words) for their website

### CERTIFICATIONS AND ACHIEVEMENTS

- **Academic Achievement Award 2nd position**  
2022-2023 (2nd yr)
- **Academic Achievement Award 1st position**  
2023-2024 (3rd yr)
- **Second place in the Debate competition**  
(SGNDKC, Delhi University)
- Student Volunteer at **INDIA DESIGN 2025**
- Network Dynamics of Social Behaviour, University of Pennsylvania (Coursera)

### COMMUNITY CONTRIBUTION

- Ladli foundation (non-profit)- Volunteering  
Jan 2019
- Aarohan NGO Teaching Volunteer May 2019-  
June 2019