


KIRTI PANDEY

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Education

Savitri Bai Phule Pune University

Bachelor of Arts (Honors): English

2021–2024

CGPA 8.5/10

Internships

Divyasrishti Digital

Sept 2024–Mar 2025

Social Media Marketer Intern

Jabalpur

- Conducted keyword research using SEMrush and Google Keyword Planner to optimize social media bios and captions, increasing post engagement by 30%.
- Created and scheduled content calendars using Hootsuite, aligned to audience analytics and platform-specific best practices.
- Monitored KPIs weekly via Google Analytics and platform insights; identified trends and adjusted content strategy accordingly.
- Engaged with audiences through comments, DMs, influencer mentions, and curated user-generated content to boost community interaction.

Skills

- **Digital Marketing:** Social Media Management, Brand Management, SEO Content Writing, Copywriting, Storyboarding
- **Tools & Technologies:** SEMrush, Google Keyword Planner, Hootsuite, Google Analytics, Hotjar, Canva

Certifications

- **HubSpot – Social Media Management:** Strategy, KPI setting, content calendars, community engagement, and ad optimization on Facebook & Instagram.
- **HubSpot – Digital Marketing Certificate:** SEO, keyword research, on-page optimization, email marketing, social media strategy, and content marketing.

Positions of Responsibility

Hostel President – Nowrosjee Wadia College

2022–2023

Led 500+ boarders

Pune

- Oversaw student welfare, discipline, and daily operations: ensured safety, enforced rules, and coordinated with wardens.
- Managed infrastructure and cleanliness: supervised maintenance, hygiene standards, and cleaning staff coordination.
- Led communication and events: chaired meetings, processed leave requests, and organized community-building activities.

Cultural Captain – Army Public School GRC No. 1

Apr 2019–May 2020

Cultural house captain of 1000 school students

Jabalpur

- Organized inter-house Nukkad Natak and Open House Parliament; led 20+ participants and secured first place.
- Mentored students in public speaking, acting, and stage management—boosted participation by 30%.
- Handled event logistics and promotion: managed budgeting, rehearsals, stage access, and increased audience turnout by 50%.