

ANAAYA SHAH

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PERSONAL SUMMARY

Social media and Content Marketing professional targeting social media manager, associate, and coordinator roles, with experience in **content strategy, community management, content calendar planning, social listening, and multi-platform campaign execution**. Skilled in **Meta Business Suite, Meta Ads Manager and Sprout Social, Hootsuite, TikTok, Instagram, YouTube**, and KPI reporting, with brand collaboration experience across beauty, lifestyle, campus, and consumer-facing campaigns.

EDUCATION

Purdue University - West Lafayette, IN

May 2026

Bachelor of Arts in Communication

Concentration: Public Relations and Strategic Communication, Mass and Media Communication | Minor: Psychology

AREAS OF EXPERTISE

- Content Calendar Planning
- Meta Business Suite & Ads Manager
- Short-Form Video Production
- Community Management
- Sprout Social & Hootsuite
- Audience Growth & Engagement
- Social Listening & Reporting
- Influencer & Brand Partnerships
- Campaign KPIs & Platform Analytics

WORK EXPERIENCE

Social Media Marketing Intern

Oct 2025 – May 2026

eClinicalWorks, Boston, MA

- Optimized **healthtech social media and digital content** using audience insights and GA4 KPI tracking, increasing engagement by **15% in 3 months**
- Supported **content calendar planning** and cross-channel campaign execution with consistent brand voice, messaging, and audience alignment
- Tracked **campaign KPIs, platform analytics, and engagement trends** to improve social content strategy and campaign effectiveness
- Developed **audience-focused messaging** for integrated digital marketing initiatives across a tech-forward healthcare SaaS brand

Marketing & Social Media Intern

Jan 2024 – May 2026

South by Sea, West Lafayette, IN

- Managed relationships with **20+ student organizations** and campus partners, increasing recurring orders by **25%**
- Built prospect lists and organized HubSpot-style CRM follow-up workflows to support campus ambassador and partnership outreach
- Delivered **customized partnership and sales presentations** to prospective clients, achieving a **35% conversion and close rate**
- Analyzed **campaign KPIs, audience response metrics, and engagement patterns** to optimize outreach and improve partnership conversion

Freelance Social Media Content Creator

May 2022 – Present

Instagram, YouTube & TikTok, Remote

- Produced and edited **50+ short-form video assets** across Instagram, TikTok, and YouTube, achieving **12% engagement rates**
- Managed **content calendar planning, publishing, community engagement, and performance tracking** to increase audience reach by **20%+**
- Supported **paid amplification** via Meta Business Suite and Meta Ads Manager, tracking CPM, engagement ROI, and boosted reach
- Collaborated with brands including Sol de Janeiro, JW PEI, and Medix 5.5 to create sponsored social media and influencer campaigns

Marketing & Social Media Intern

May 2025 – Aug 2025

Adani Wilmar Ltd., India

- Developed multi-platform social media campaigns that improved audience engagement rates by **15–20%** across digital channels
- Designed **branded marketing assets, campaign visuals, and content calendar concepts** using Adobe Creative Suite
- Conducted **media monitoring, social listening, and earned media tracking** to evaluate campaign performance and audience sentiment
- Drafted and distributed **10+ press releases**, media materials, and branded communications to support public relations and media outreach initiatives

Communication Intern

Jan 2025 – May 2025

Purdue Marketing & Communication, West Lafayette, IN

- Developed audience-focused internal communication content boosting email open rates by **14%** across **5,000+** stakeholder engagement
- Analyzed **communication KPIs, audience feedback, and content performance metrics** across channels, driving a **12% lift in click-through rates**
- Conducted **15+ stakeholder interviews** and transformed findings into compelling narratives and audience-centred communication materials
- Collaborated with teams to support internal marketing initiatives, content planning, and storytelling projects engaging **10,000+ students**

Student Consultant (Mini PR Agency Program)

Aug 2024 – Dec 2024

Boiler Communication, Purdue University

- Executed **3 public relations campaigns** including audience targeting, messaging development, and social content planning, boosting visibility by **20%**
- Conducted market research and audience segmentation analysis of **2,500+ local consumers** to support strategic campaign recommendations
- Developed media lists of **40+ outlets**, drafted outreach materials, and supported media relations to secure **8 earned media placements**
- Tracked earned media coverage, monitored campaign performance, and compiled insights to deliver **data dashboards** to **4 regional clients**

TECHNICAL SKILLS

- **Social Media Tools:** Meta Business Suite, Meta Ads Manager, Sprout Social, Hootsuite, TikTok Analytics, Instagram Insights, YouTube Studio
- **Analytics & Reporting Tools:** GA4, Google Analytics, Looker Studio, Microsoft Excel, Google Sheets, KPI dashboards
- **Content Creation & Design:** Adobe Premiere Pro, Final Cut Pro, CapCut, Canva, Adobe Photoshop, iMovie
- **AI & Content Tools:** ChatGPT, Claude, Jasper AI, Perplexity AI, Midjourney, DALL-E, HeyGen
- **Social Media Skills:** content calendar, community management, social listening, influencer marketing, brand partnerships, paid social
- **Platforms:** Instagram, TikTok, YouTube, LinkedIn

STUDENT ORGANIZATIONS

- **President:** WE ARE SAATH Ltd., Purdue University Jan 2024 – May 2026
- **Vice President / Media & Marketing Chair:** American India Foundation May 2024 – May 2026
- **Vice President of Marketing:** Phi Gamma Nu Jan 2024 – May 2026