

DIVYA SHARMA

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CAREER SUMMARY

Motivated and results-driven Communications and Marketing professional with hands-on experience in social media strategy, SEO, content creation, and customer engagement. Proven ability to design compelling communication strategies that increase brand visibility and audience engagement. Adept at collaborating with cross-functional teams, streamlining processes, and delivering high-quality marketing materials. Strong proficiency in digital marketing strategies, focusing on sustainability and innovation in the events and packaging industries.

EDUCATION

Master's in Communication, University of South Australia | 2024

GPA: 5.84, Awarded the Vice Chancellor's International Excellence Scholarship.

BA (Hons.) Journalism and Mass Communication, Guru Nanak Dev University, Punjab, India | 2022

CGPA: 9.02

Higher Secondary Certificate, Holy Heart Presidency School, Punjab, India | 2019

Percentage: 87%, Majored in Commerce with Accounts.

KEY SKILLS

- **Marketing & Communications:** Social media strategy, content creation, communication planning, brand awareness, audience engagement
- **Digital Marketing:** SEO, Google Analytics, content optimization, digital campaigns
- **Design & Creativity:** Graphic design, marketing materials, templates for social media posts
- **Project Management:** Cross-functional collaboration, content calendar management, event planning
- **Tools & Software:** Optimizely CMS, Google Analytics, SEO tools, Adobe Creative Suite, MS Office, Canva

WORK EXPERIENCE

Communication Intern | GOGO Events

March 2024- November 2024

- Developed and implemented comprehensive communication strategies for event promotion.

- Conducted social media audits, creating engaging posts and social media tiles to boost engagement.
- Played a key role in planning and strategizing communications for the company's 25th Anniversary.
- Designed templates for social media posts to ensure brand consistency across platforms.
- Increased brand awareness by 30% through effective communication strategies and audience-focused campaigns.
- Streamlined content creation processes, improving efficiency and consistency.

U-Buddy | University of South Australia - City East Campus

January 2024- November 2024

- Led student support initiatives, assisting with enrollments, answering queries, and providing resources.
- Organized and booked student appointments, ensuring smooth transitions for new students.
- Contributed to a welcoming environment that enhanced student satisfaction and retention.
- Facilitated onboarding for over 100 new students, improving the overall student experience.

Marketing Intern | Detmold Group

May 2023 – August 2023

- Designed visually compelling graphic materials for marketing and sales promotions.
- Optimized website content for SEO, implementing targeted keywords to enhance visibility.
- Collaborated with cross-functional teams to execute successful digital campaigns.
- Created marketing materials such as posters, flyers, presentations, and website content.
- Increased web traffic by 20% through effective SEO strategies and content optimization.

PROFESSIONAL DEVELOPMENT

- **Google Analytics 4** | Detmold | Adelaide
- **Optimizely Content Management System** | Detmold | Adelaide
- **Proficient in SEO Fundamentals and Digital Marketing Strategies** | Detmold | Adelaide
- **Starred in a Punjabi Music YouTube Video** (Creative personal project) | Melbourne

LANGUAGE PROFICIENCY

- **English:** Fluent
- **Hindi:** Fluent

REFERENCES

Available upon request.