SHUCHITA BAHL

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SUMMARY OF QUALIFICATIONS

Detail-oriented and proactive Arts and Business graduate with hands-on experience in influencer outreach, product seeding and social media content for Dubai's F&B and lifestyle brands. Skilled at researching creators and trends, keeping databases and campaign timelines organized, and coordinating across teams in fast-paced, multicultural environments. Background in digital marketing, event coordination and strategic communication.

Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Canva, CapCut, Procreate, Figma, Microsoft Office, Power BI, Social Media Design, Moodboarding, Visual Storytelling, Creative Brief Writing, UGC Content Direction, Basic Motion Editing | Platforms: Instagram, TikTok, Snapchat
Languages: English, Arabic (reading and writing)

WORK EXPERIENCE & PROJECTS

Social Media Marketing Intern **Dec 2025 - April 2026**
Screenplay Media | Dubai, UAE

- Coordinated influencer product seeding for a luxury towel brand and a bamboo-based tissue brand, securing creators for Reels and Stories in exchange for PR packages.
- Managed a centralized seeding tracker of confirmed creators, logging shipping addresses, contact details and dispatch status to keep PR logistics organized and deliveries on schedule
- Negotiated barter collaborations with 50+ creators for F&B brands, building relationships that secured content in exchange for products or experiences.
- Researched and vetted influencers across TikTok and Instagram for brand alignment, engagement quality and audience relevance, building a database of 200+ creators across niches.
- Tracked platform trends, competitor activity and viral formats weekly, translating insights into content ideas and adapting strategy in real time.
- Maintained content calendars aligned with campaign timelines and product launches.
- Led end-to-end planning for new product launch shoots, developing mood boards and storyboards that guided creative direction.
- Edited UGC-style TikTok videos tailored to platform trends while keeping content consistent with each brand's identity.

Marketing and Recruitment Associate (Co-op) **Jan 2023- April 2023**
School of Accounting and Finance- University of Waterloo

- Coordinated the planning, development and implementation of the SAF's, AFM's, and SFM's strategic marketing strategies such as digital outreach, recruitment, and web and social media strategies.
- Assisted with the planning, development and implementation of various student outreach/recruitment/conversion initiatives. Conduct research, evaluate and report findings for topic areas such as competitor universities and programs, recruitment activities and strategies, prospective student websites. Tracked overall engagement metrics.

Special Events and Marketing Associate **Oct 2022- Jan 2023**
University of Waterloo

- Coordinated and executed large-scale campus events including welcome weeks, faculty tours, and volunteer appreciation events.
- Oversaw event setup, equipment placement, and décor, ensuring smooth flow from preparation to cleanup.
- Collaborated with marketing teams to align events with branding objectives and enhance engagement.

Human Resources Intern
E-max Electronics- Landmark Group **May 2021- August 2021**

- Designed employee engagement programs to enhance onboarding and workplace culture.
- Managed workforce surveys, analyzed trends, and created reports using Excel.
- Provided recruitment support and developed data-driven insights for HR operations.

The Newsstand - Self-initiated non-profit advocacy passion project **Oct 2022- Nov 2022**
Founder & Editor

- Launched and grew a social advocacy project that aimed towards advocating the concepts of self-love and body positivity, as well as target the stereotypical image of women being marketed by mass media.
- The initiative was featured and identified by various media platforms such as the Quint, Times of India, Gulf News, Khaleej Times, and the Dubai Eye radio.

EDUCATION

University of Waterloo **Sept 2021- June 2025**
Bachelor of Honours Arts and Business in Liberal Studies, Minor in Human Resource Management

Courses:

- *Strategic Marketing and Brand Development*
- *Digital Communication and Visual Storytelling*
- *Introduction to Event Management*

Certifications:

- Digital Marketing Course - Udemy,
- Professional Photographer Certification - Canon | Advertising and Marketing Course- Athabasca University | Enrolled in LVMH course (Creation & Branding, Retail & Client Experience)