

# Aashna Sheth

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## Education

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**Arizona State University, Walter Cronkite School of Journalism and Mass Communication**

MS Digital Audience Strategy

**GRADUATED: DEC 2025 | GPA:4.0**

**St. Xavier's College**

MS Data Analytics

**GRADUATED: MAY 2018**

**St. Xavier's College**

BA Economics

**GRADUATED: MAY 2016**

## Professional Experience

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**Communications Volunteer**

**JAN 2026 - PRESENT**

Open Library (Internet Archive) | USA      Reference: Elizabeth Mays

- Brainstormed and researched content ideas for social channels such as BlueSky, LinkedIn
- Crafted social posts aligned with the organization's business objectives, driving landing page views and increasing Open Library's audience reach

**Social Media Volunteer**

**JULY 2023 - MARCH 2025**

See Sow Kids | Remote

- Designed and executed organic social media strategies across Facebook, Instagram, and LinkedIn, reaching an audience of 4-5k
- Drafted blog posts for the brand's website, increasing the website traffic by 3% and amplifying the reach of social media posts
- Utilized social media listening tools like BuzzSumo, Keyhole and Google Trends to identify relevant hashtags and keywords
- Managed email marketing campaigns using MailChimp and Shopify, increasing the click-through rate by 10%
- Streamlined and tracked the social media KPIs, reporting them to the founders via Google Sheets

**Early years educator**

**JUN 2018 - FEB 2023**

Toddler's Den | India

- Developed and executed individual lesson plans tailored to the needs of 24 children, resulting in measurable improvement in social and cognitive skills
- Implemented a readers-writers workshop, leading to a 20% improvement in the language and literacy skills assessment scores
- Conducted comprehensive child assessments using the Toddler App, enabling effective tracking of individual student performance

## Skills

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**Social Media Platforms:** Instagram, Facebook, LinkedIn, Pinterest, X, YouTube, TikTok

**CRMs:** Zoho, Mailchimp, Asana, Monday, HubSpot

**Business Administration:** MS Suite, Google Drive, Airtable

**Designing Tools:** Canva, Adobe Express, InShot

**Website Management:** Wix, Shopify

## Certifications

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**Hubspot:** Inbound Marketing, Social Media Marketing

**Google:** Analytics, Ads Search, AI Powered Shopping Ads, E-Commerce and Digital Marketing