Rovina Gogia [in] Bē

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A graduate student experienced in design, web development, community management, and marketing analytics, seeking to bring a versatile skill set to a company that will foster my passion and ambition.

Key Skills

Evidence-Based Design	Brand Design	Autodesk Maya & Mudbox
UX Design & Research	Web Development on CMS	Adobe Creative Suite
Digital Media Management	Pitching & Public Speaking	JavaScript

Education

Northeastern University
Masters of Professional Studies in Digital Media
Concentration in Interactive Design & Management

Boston, MA
Sept 2022- Aug 2024

FX School
Diploma in Advanced Graphic Design

Mumbai, Maharashtra
Sept 2021- June 2022

Jai Hind College
Bachelor of Commerce Concentration in
Management Accounting

Mumbai, Maharashtra
Apr 2018 - June 2021

Professional Experience

Design Co-op at Great American Art
- Helped to **move the company into the new rebranding** including t-shirt design, company cards, and so on.
- Created mocks and renderings according to both client and designer needs.
- Designed Social Media content based on current affairs and research papers about **evidence-based design** while getting EDAC Certified.

Boston, MA
Jan 2024-July 2024

Web Design Assistant at Bouvé College of Health Sciences
- **Re-designing the college website** from the ground up as a student temp on WordPress including program pages, articles, faculty pages, events, and more.
- Created **promotional flyers & catalogs** for programs and events.

Boston, MA
June 2023-Aug 2024

Community Management for Google India at Dentsu WC
- Acted as a point of contact during the process of **engaging with the global youth** through posts and contests on social media platforms like Instagram, Twitter, LinkedIn & YouTube.
- Analyzed social media performance to **provide actionable insights** for accounts, and creative teams.

Mumbai, Maharashtra
Jan 2022- Aug 2022

Analytics Executive at Dentsu WC India
- Delivered **campaign performance reports & KPIs** for 20+ brands, including Spotify, Tata Cliq Luxury, Levi's, and Hershey's utilizing and combining data from different social media platforms.
- Managed **public relations** for luxury fashion designer Tarun Tahiliani and Only Natural Diamonds, a collective fine jewelry page.

Mumbai, Maharashtra
Oct 2021- Dec 2021

Certifications

Hootsuite Platform Certification, Hootsuite Social Media Certification, Evidence-based Design Accreditation & Certification, Google Digital Marketing Certification, ISSA Specialist in Fitness Nutrition Certification and multiple LinkedIn certifications.