

Shivani Karadia

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Sociology graduate with a passion for creative media that connects communities and amplifies unheard voices. With hands-on experience in editorial work, digital content, and cultural outreach, I'm looking to bring my skills to a communications role that values inclusivity, storytelling, and audience connection.

Skills

- **Content & Digital Media:** Content creation (Photoshop, Canva), copyediting, brand storytelling, audience engagement
- **Publishing & Editorial:** Proofreading, transcription, manuscript reformatting, independent publishing, digital content editing
- **Social Media & Marketing:** Social media strategy (Meta Business Suite), analytics, campaign development
- **Technical Skills:** Web development (HTML, CSS, JavaScript), data analysis (Excel, SPSS, NVivo)
- **Soft Skills:** Problem-solving, adaptability, organization, communication, stakeholder engagement

Experience

Current

Water Specialist, Severn Trent

- Handling customer inquiries via telephone call/email regarding billing and finance, including information regarding support schemes for vulnerable communities.
- Navigating Kraken and updating records and databases.

2024

Social Media Manager & Optical Assistant, Evington Eyecare

- Developed and managed fresh, innovative content for Instagram and Facebook, increasing engagement and brand awareness within set timeframes.
- Educated audiences on eye health using clear, targeted social media campaigns.
- Assisted with frame styling, adjustments, and optical measurements, ensuring personalised customer care.

2023–2024

Editorial Intern, RE/Search Publications

- Proofread and reformatted previously published manuscripts for updated commercial formats.
- Transcribed unpublished works to assist in editorial preparation.
- Assisted in digital content editing, image processing, and book event sales.
- Supported independent publishing operations, working directly with the founder on content and distribution.

2021

Call Centre Agent, Sitel

- Provided public health information and updated databases on COVID-19 test results and vaccination records.

Education

2019–2024 **BA Sociology, University of Birmingham: 2:1**
(Coursework completed in 2023, official graduation in 2024)
Included year abroad at San Francisco State University

Hobbies & Interests

- **Community Initiatives:** I led a Free Little Library project, organising a community initiative to promote literacy. I actively volunteer with Leicester Arts & Museums and Attenborough Arts Centre to support cultural engagement and increase accessibility.
- **Web Design & Indie Media:** I am a self-taught website designer and an avid reader of independently published blogs.
- **Writing & Editing:** I am a contributor and editorial assistant at *Scribbled* (scribbled.online) and write/illustrate informational content in the form of zines (shivanikaradia.com/ebook).
- **Crafting & Creative Projects:** I am passionate about knitting, crocheting, sewing, bookbinding, and DIY furniture.
- **Music & Performing Arts:** I play piano and guitar and have over ten years of dance experience.

References

Available upon request.