



Shital Rupnar

Entrepreneur & Social Media Expert

Passionate about creating exceptional customer experiences, both online and in-person. Experienced in building relationships with customers, providing personalized service, and leveraging social media to educate and engage.

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📍 pune, India

EDUCATION

gemology sinhgad,pune

12/2021 - 08/2023

pune

Courses

- gemology
- social media marketing
- content creation
- augmented reality

WORK EXPERIENCE

SOL - snapchat opinion leader under 25

07/2023 - 04/2024

specializing in augmented reality (AR) experiences with a focus on developing innovative Snapchat lenses for brands and influencers.

Achievements/Tasks

- Designed and developed creative and engaging Snapchat lenses using Lens Studio, incorporating augmented reality (AR) elements, 3D models, and interactive features.
- Collaborated with the design team to brainstorm and conceptualize lens ideas that aligned with brand objectives and target audience preferences.
- Tested and refined lens functionality across different devices and platforms to ensure optimal user experience and performance.
- Contributed to the successful launch of several popular Snapchat lenses, resulting in increased brand visibility and user engagement.

Customer Education PANCHNITY

01/2022 - Present

JEJURI,PUNE.

They emphasize authenticity, craftsmanship, and affordability, catering to customers seeking traditional and culturally significant jewelry.

Achievements/Tasks

- Successfully managed and grew Panchnity's online presence across multiple platforms (Facebook, Instagram, etc.).
- Implemented targeted social media campaigns and promotions to drive brand awareness and sales.
- Developed engaging and informative content, including product photos, videos, and educational posts about Panchdhatu and gemstones.

SKILLS

Social Media Marketing



Digital Marketing



Augmented Reality (AR)



Analytics & Reporting



Customer Service



E-commerce



Business Management



Content Creation



CERTIFICATES

SOL Certification (04/2024)

specializing in augmented reality (AR) experiences with a focus on developing innovative Snapchat lenses for brands and influencers.

Graduate Gemologist (08/2023)

Comprehensive training in diamond and colored gemstone identification, grading.

YouTube Certification (05/2022)

YouTube channel management and video marketing.

Social Media Marketing (12/2023)

Pinterest Academy (12/2023)

LANGUAGES

ENGLISH

Native or Bilingual Proficiency

MARATHI

Full Professional Proficiency

HINDI

Full Professional Proficiency



WORK EXPERIENCE

Owner & Operator INFIGRITI

02/2023 - Present

JEJURI, PUNE

A Jejuri-based jewelry shop specializing in unique, high-quality pieces, curated with gemological expertise.

Achievements/Tasks

- **Customer Engagement:** Built and nurtured relationships with customers through personalized consultations, educational workshops, and responsive online interactions.
- **Content Creation:** Produced visually appealing and informative content (photos, videos, educational posts) showcasing jewelry pieces and educating customers about gemstones and jewelry care.
- **Business Management:** Founded and managed all aspects of Infigriti, a successful jewelry shop, overseeing operations, marketing, sales, and customer service.



INTERESTS

Social media marketing and content creation

Photography and videography

Augmented reality (AR) and virtual reality (VR)

Volunteering with organization

Staying updated on the latest trends in , technology, and social media

