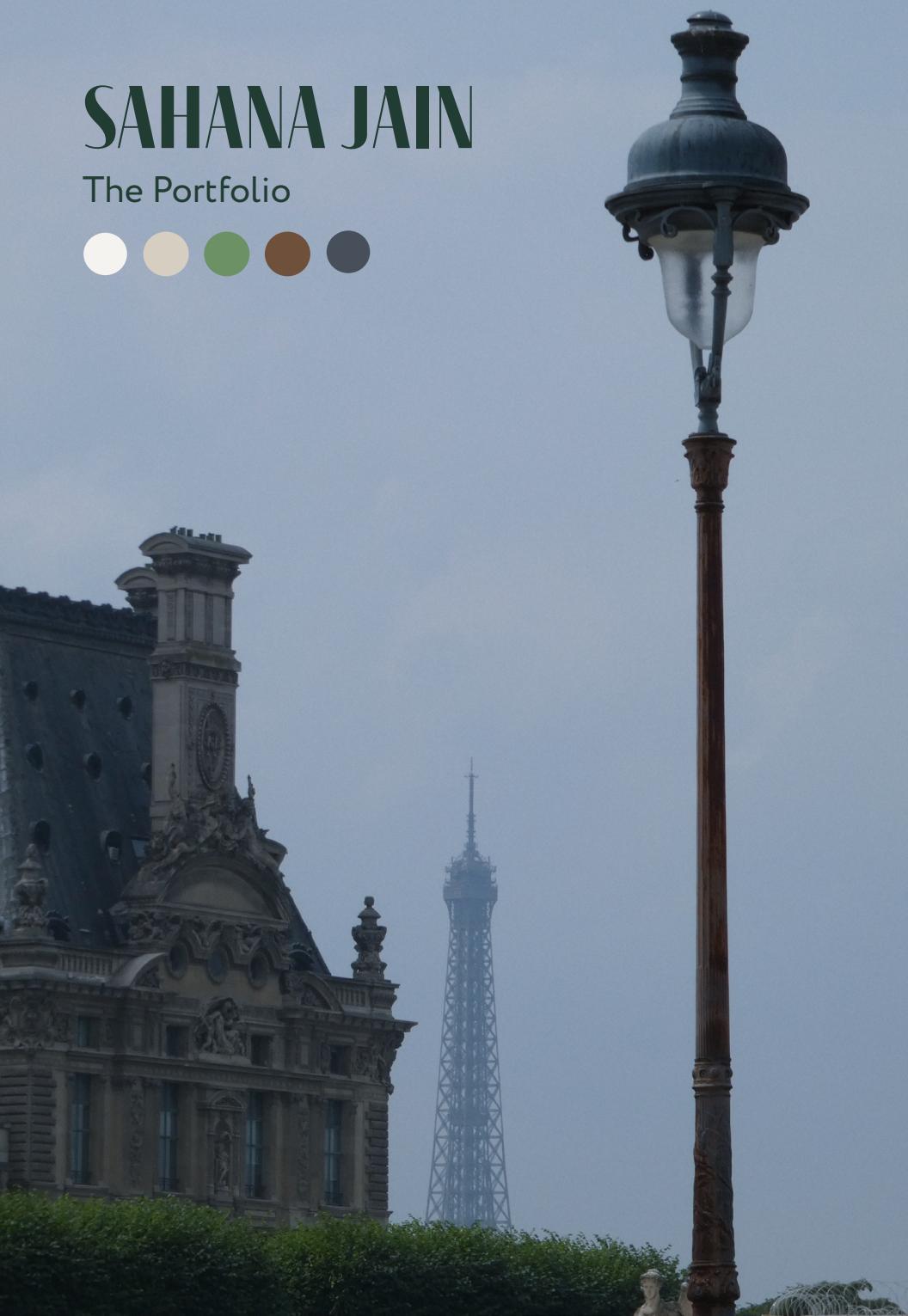


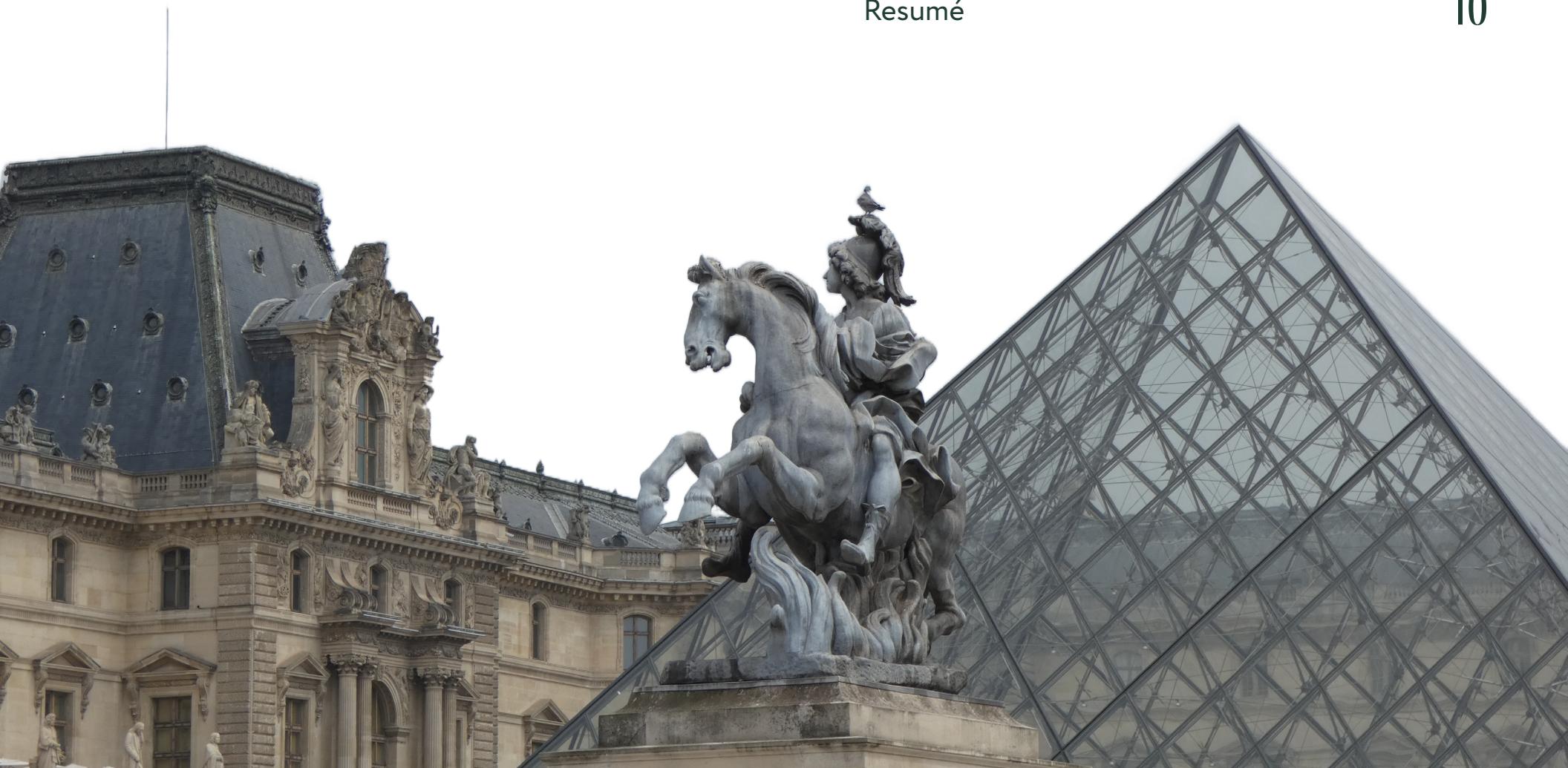
SAHANA JAIN

The Portfolio



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ABOUT ME

Creativity and storytelling are at the core of everything I do. Whether I'm crafting digital campaigns, sharing baked goods and family recipes with friends, or bringing a vision to life on social media, I am always practicing creative techniques and looking for ways to tell the story behind what I'm doing.

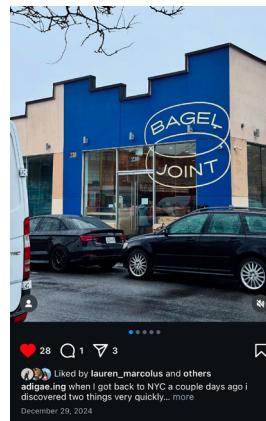
I have professional experience in digital marketing, social media strategy, and content creation, and I love helping ideas find the right audience in meaningful ways. My current role as a Marketing and Social Media Manager at an advertising technology startup has given me the opportunity to develop my skills and experience across all aspects of B2B marketing. I am a graduate of NYU with a BS in Media, Culture, and Communication and a Minor in Sociology, and of King's College London with a Master's in Global Media Industries. I received a distinction for my Master's thesis, *Acing Gaming: Locating and Contextualizing Asexuality in Queer Gaming Communities*.

Outside of work, I run [@adigae.ing](https://www.adigae.ing), a food and cooking blog with my mom, where we document recipes, memories, and the joy of cooking. I also help manage [@studioruyee](https://www.instagram.com/studioruyee), the Instagram account for a textile studio in Minneapolis, sharing the beauty of the handcrafted designs. I'm also a volunteer book designer at 826NYC, where I've worked on two student-published projects, and for the past three years, I've spent weekends and afternoons walking and fostering dogs at my local animal shelter.

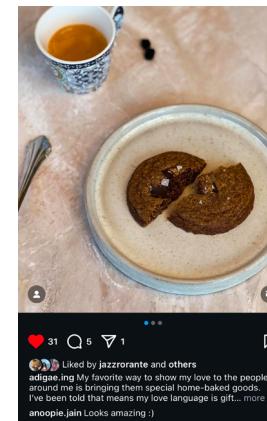


2

SOCIAL MEDIA



[@adigae.ing](https://www.instagram.com/adigae.ing)



[@adigae.ing](https://www.instagram.com/adigae.ing)



[@adigae.ing](https://www.instagram.com/adigae.ing)

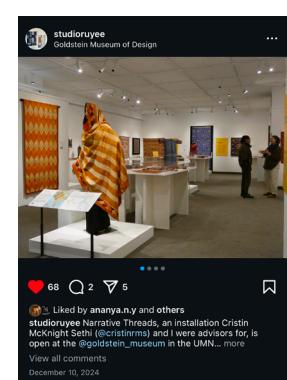
Together, my mom and I run [@adigae.ing](https://www.instagram.com/adigae.ing) as a place to share what we are cooking and eating with the people we love. This account has given me a space to learn and practice food photography, as well as basic social media content principles.



[@studioruyee](https://www.instagram.com/studioruyee)



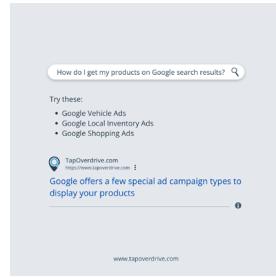
[@studioruyee](https://www.instagram.com/studioruyee)



[@studioruyee](https://www.instagram.com/studioruyee)

Studio Ruyee is a textile studio/museum featuring handcrafted Indian fabrics in Minneapolis. As a social media manager, I travel to take photos of studio events and help curate content and write captions for the studio's Instagram posts.

3



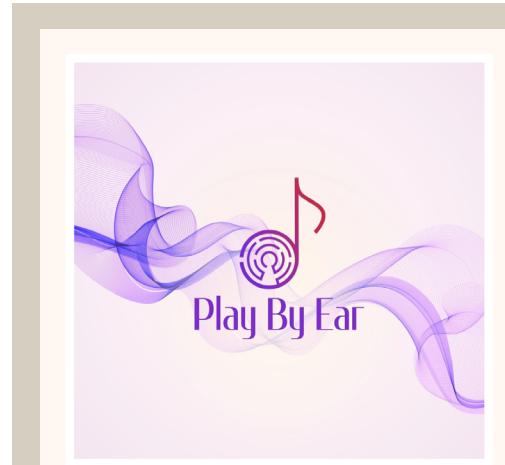
LinkedIn Content Creation

As the Marketing and Social Media Manager at TapOverdrive, one of my core responsibilities is **planning, drafting, and designing LinkedIn content** for our company page, as well as writing copy for repost captions by our senior staff.

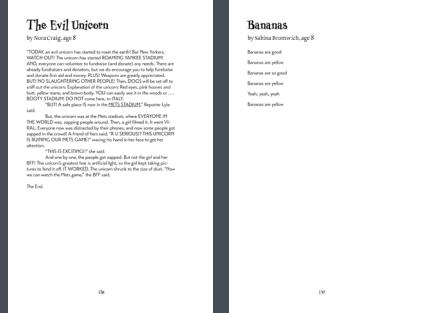
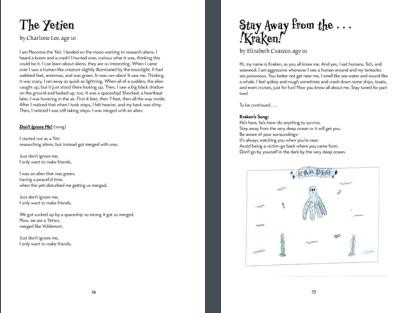
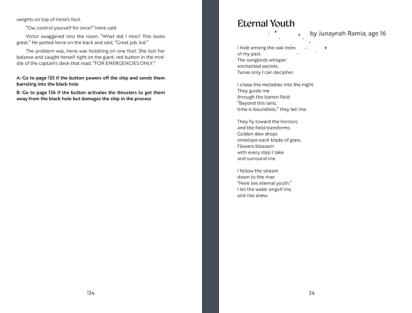
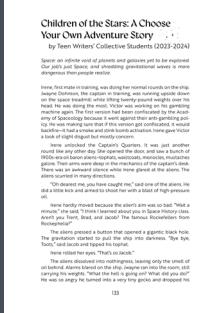
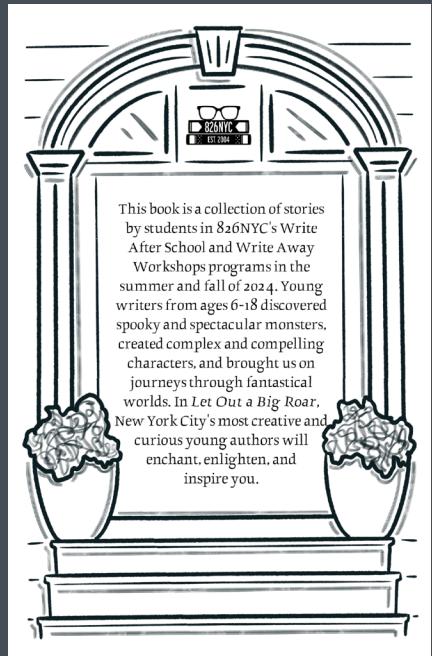
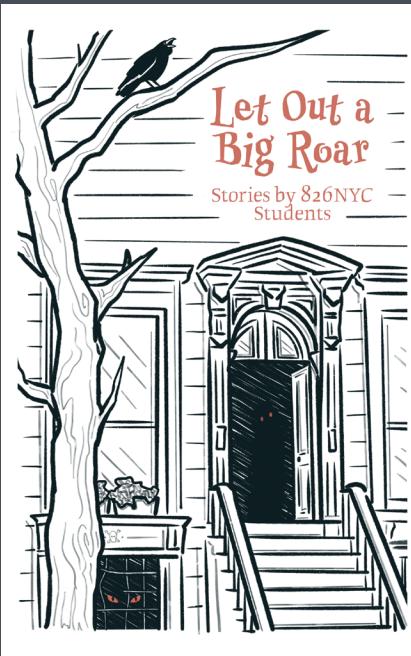
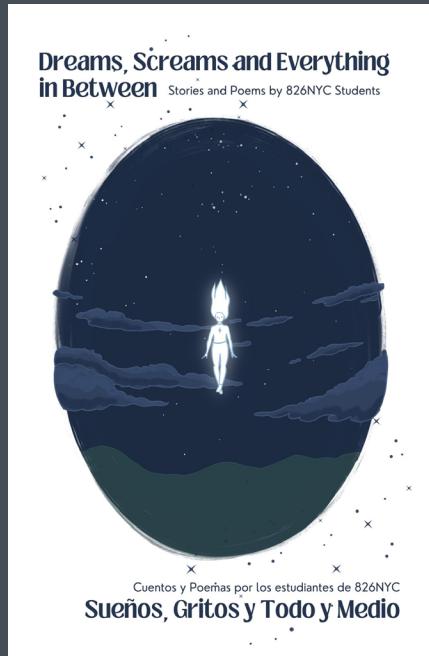
Our company's content strategy focuses on extending our brand to a primarily corporate audience on LinkedIn through educational and informative content. My goal when creating content for our LinkedIn page is to **communicate new information or industry updates in a visually striking way** to position our brand as a reliable source of digital marketing technology knowledge.

<https://www.linkedin.com/company/tapoverdrive/>

DESIGN



During my Master's program at King's College London, I participated in a collaborative media group project in which we developed a comprehensive hypothetical business proposal within the media industries. As the digital marketing and graphic design coordinator of my group, I made decisions about branding and marketing strategy and created the designs for all of our marketing collateral, social posts, and proposal documents.



Dreams, Screams, and Everything in Between

For my first project as a volunteer book designer with 826NYC, I worked on a book featuring student writing from the 2023–2024 Teen Writers’ Collective. I collaborated directly with teaching staff to draft and refine the cover designs and internal formatting, incorporating feedback and ideas from the student Editorial Board. The book includes a mix of fantasy, horror, and dream-like poems and stories written by individual students, as well as a ‘choose your own adventure’ story created by the entire Teen Writers’ Collective class.

Let Out a Big Roar

My second project as an 826NYC book design volunteer was a fall semester book of student writing from a much larger and younger group of students, ages 6-13. I worked with teaching staff to create fun internal formmating and cover designs that reflected the spooky and mysterious theme of the book and gave the young students the opportunity to color in the covers of their personal copy of the book. I also created separate English and Spanish translation versions of this book to accomodate the long list of student pieces.

WRITING

Master's Thesis

Title: *Acing Gaming: Locating and Contextualizing Asexuality in Queer Gaming Communities*

Institution: King's College London, 2023

Award: Distinction

Abstract: This research studies the ace gaming community, a niche queer subcommunity built in online spaces around both a shared asexual identity and interest in gaming. It examines why this community has remained largely absent from academic literature and how it interacts with broader queer gaming spaces. Using non-normative research methods and insights from an international cohort of ace gamers, this study highlights the lack of momentum and visibility that limits the community's presence while emphasizing its potential for future research and representation.

Methodology: I take an interpretivist and phenomenological approach in this research, using arts-based qualitative methods like semi-structured interviews and thematic analysis. Recognizing my position as both the researcher and a member of the ace gaming community was essential to maintaining a reflexive approach, especially given the lack of existing academic literature on this subject.

Key Findings:

- Ace gaming communities remain largely invisible in both academic research and broader queer spaces, primarily due to the marginalization of asexuality as a non-normative identity—even within an already marginalized queer community.
- The study highlights significant potential for future research, advocating for more inclusive and reflexive approaches to better understand and amplify the nuances of asexuality in gaming contexts.
- Structural challenges, including small community size and entrenched cultural power dynamics, inhibit the organization and recognition of ace gamers.

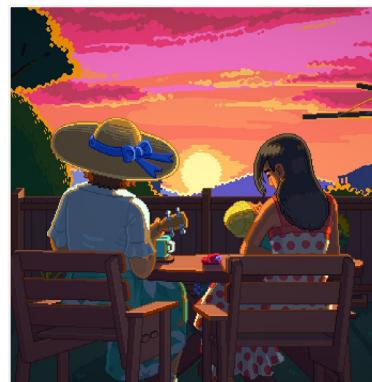
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Working on my thesis sharpened my research, storytelling, and creative problem-solving skills as I engaged with the underrepresented voices of the ace gaming community. These skills translate directly into my work in digital marketing and social media strategy, where authentic storytelling and innovative community engagement are key. This project deepened my commitment to championing the ace community and other niche creative spaces, and I'm passionate about amplifying underrepresented perspectives through strategic content creation and community-building initiatives.

NYU CommClub

During my time as an undergraduate at NYU, I worked as a content creator for the [NYU CommClub](#). In this role, I pitched and wrote several articles each semester, collaborating with a student editor to refine each draft on a one-week editing and publishing schedule. Being a member of CommClub allowed me to experiment with my writing style outside of an academic setting, connect with future media professionals, and build confidence in my voice. I often focused on topics that resonated with me, whether it was a passion I cared deeply about or a recent media trend that caught my eye.

Unpacking "Unpacking"



Inspired by a class I was taking at the time that had encouraged my interest in queer indie games, I wrote a review and recommendation of the popular indie game *Unpacking*. *Unpacking* is a zen puzzle game where the player is tasked with unpacking and putting away all of the main character's belongings through a series of levels that represent major moves in the character's life. The game communicates the character's story of becoming an adult and coming into her queerness through thoughtful and refreshingly subtle design details.

A Little Birdie Told Me

Motivated by my fascination with human creativity and our instinct to anthropomorphize everyday creatures, I designed an informal experiment of sharing a brief video of pigeons with friends and inviting them to craft spontaneous narratives. This activity sets the stage for a casual exploration of the imaginative ways we ascribe human stories to the natural world and encourages the reader to spend more time recognizing small opportunities to indulge in childlike imagination and storytelling within their daily routines.



Sahana Jain

<http://sahanajain.io> • sahanajain01@gmail.com
New York, NY

I am a motivated and hard-working marketing specialist seeking a full-time position in marketing, social media, or communications in an organization focused on creativity and growth. I boast a strong foundation in digital marketing strategy and project management with a proven ability to innovate, collaborate, and deliver high-quality work and successful outcomes. I am a Master's graduate from King's College London and Bachelor's graduate from New York University with 4+ years of professional experience in marketing and social media.

PROFESSIONAL EXPERIENCE

TapOverdrive Oct 2021 - Present
Marketing Specialist, Social Media Manager

- Writing, design, editing, and content creation for marketing and communication campaigns, including social media, press releases, promotional video scripts, and more.
- Planning and design for major company rebranding, including website design, messaging, logo design, and email and social media communication campaigns.
- Design and management of all aspects of company presence at a major annual industry conference, including logistics, scheduling, booth design, email and social outreach campaigns, and planning themes and messaging.
- Managing and producing paid social, PPC, and SEM campaigns to grow organic impressions by more than 500% on key platforms.

Sajaii Aug 2024 - Present
Freelance Designer

- Sajaii is a B2B event planning platform. I work with Sajaii on their website design, application UX design, and branding.

City of Mountain View Jul 2020 - Nov 2020
Graphics/Marketing HR Intern

- Managed and executed early-COVID employee engagement projects, including multiple virtual employee appreciation events and a weekly newsletter.
- Built social media engagement with new content creation strategies and templates on Instagram, LinkedIn, and email.

SKILLS AND TOOLS

- | | |
|----------------------|----------------------|
| • Adobe CC | • Marketing Strategy |
| • Figma | • Social Media |
| • Canva | • Project Management |
| • Research + Writing | |
| • Web + App Design | |
| • Communications | |
| • Event Planning | |
| • Book Design | |
| • Photography | |

Certifications: Google Video Ads

EDUCATION

King's College London Sep 2022 - Sep 2023
MA in Global Media Industries
Critical Research Dissertation Author - *Acing Gaming: Locating and Contextualizing Asexuality in Queer Gaming Communities*

New York University Sep 2019 - May 2022
BS in Media, Culture, and Communications
Minor in Sociology
Phi Beta Kappa Honor Society Member
NYU CommClub Content Creator

CONTENT

Portfolio
<http://sahanajain.io>

NYU CommClub
<https://tinyurl.com/nyu-commclub>

Social Media
<https://www.instagram.com/adigae.ing/>
<https://www.instagram.com/studioruyee/>

VOLUNTEERING

826NYC 2024 - Present
Volunteer Book Designer - *Dreams, Screams, and Everything in Between; Let Out a Big Roar*
<https://826nyc.org/about/>

Humane Society Silicon Valley 2020 - Present
Canine Foster, Doggy Day Out Volunteer
<https://www.hssv.org/about-us/>

