

Nice to meet you! I am a Social Media Marketing Specialist with 3+ years of full-time experience creating content strategies and managing social media for creative brands, artists, and small businesses. I am skilled in Instagram and TikTok marketing, photography, videography, and video editing. I am also proficient in tools like Adobe Creative Suite, CapCut, Canva, and Asana to plan, execute, and optimize engaging digital campaigns that drive community growth.

CORE SKILLS AND KEY COMPETENCIES

- Social Media Strategy (Instagram, Tiktok, Youtube)
- Photography and Videography for Social Media
- Video Editing (CapCut, Adobe Premiere Pro)
- Content Calendar Management (Asana, Monday)
- Brand Storytelling and Community Engagement
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Certifications: Google Video Ads, Google Search Ads

Other Tools: Canva, Google Ads, Figma

PROFESSIONAL EXPERIENCE

TapOverdrive

Oct 2021 - Present

Marketing and Social Media Manager

- Lead digital marketing strategy across social and paid channels, managing campaigns on Email, LinkedIn, and Google Ads.
- Increased organic impressions by 500% through optimized content and engagement strategies.
- Create and manage diverse content for social media platforms, ensuring alignment with brand tone and goals.
- Planned and executed company presence at major industry conferences, including booth design, logistics coordination, and promotional campaigns to maximize lead generation and brand visibility.
- Directed rebranding project, including visual identity, website redesign, and email marketing campaigns.

Marketing Design & Social Media Management (Freelance)

Nov 2024 - Present

Jo Yarrington & Studio Ruyee

- Create social media visuals and strategy for Studio Ruyee, a Minneapolis-based textile design studio, growing engagement through curated Instagram content and community-driven posts.
- Design marketing collateral and managed digital content for NYC-based artist Jo Yarrington, supporting gallery exhibitions and grant applications.

City of Mountain View, CA

Jul 2020 - Nov 2020

Graphics/Marketing Intern

- Developed social media content for Instagram and LinkedIn, increasing engagement during COVID-19 through visual storytelling.
- Produced digital newsletters and designed creative assets for employee engagement campaigns.

CREATIVE PROJECTS & COLLABORATIONS

- Co-manage Instagram food blog [@adigae.ing](https://adigae.ing), building a community through original photography, reels, and recipe storytelling.
- Assisted NYC-based dancers/choreographers with video shoots, handling behind-the-scenes photography and visual planning.
- Volunteer book designer for 826NYC, collaborating with educators and students to design covers and interior layouts for published youth writing projects.

EDUCATION

King's College London

MA in Global Media Industries

Critical Research Dissertation Author

New York University

BS in Media, Culture, and Communications

Phi Beta Kappa Honor Society Member

NYU CommClub Content Creator

CONTENT

<https://sahanajain.io>

NYU CommClub

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

Social Media

<https://www.instagram.com/adigae.ing/>

<https://www.instagram.com/studioruyee/>