

Nice to meet you! I am a creative storyteller and content strategist with 3+ years of experience in social media marketing, content creation, and brand communications, with a deep passion for food media and digital storytelling. I have experience in photography, videography, food styling, and community engagement, with a strong understanding of platform-specific social content. I am also experienced in client-facing creative collaboration, project management, and editorial production across social platforms.

## CORE SKILLS AND KEY COMPETENCIES

- Social Media Management: Content Scheduling, Platform Strategy, Community Engagement, Trend Research
- Content Creation: Photography, Videography, Video Editing
- Writing & Communications: SEO, Blog Writing, Copywriting
- Project & Client Work: Creative Direction, Timeline Management, Project Management, Collaboration

**Certifications:** Google Video Ads, Google Search Ads

**Tools:** CapCut, Adobe Creative Suite, Canva, Monday, Figma

## PROFESSIONAL EXPERIENCE

### TapOverdrive

Oct 2021 - Present

Marketing and Social Media Manager

- Create visual and written content for digital channels, aligning with brand voice and audience goals.
- Lead marketing strategy and branding initiatives as head of Marketing, working closely with sales and operations teams.
- Design and execute collateral and campaign materials for events and customer-facing objectives.
- Write SEO-optimized blog posts and website copy, increasing search visibility and engagement.

### Freelance PR Communications and Media Assistant

Nov 2024 - Present

Jo Yarrington Studio

- Support the artist's ongoing project, *Enrichment*, at GARNER Arts Center and an upcoming architectural exhibition in India.
- Meet with collaborators and create planning documents, digital content, and media assets to support communication and promotion.
- Represent the artist in correspondence with international architects and curators.
- Attend exhibitions and meetings with collaborators and curators to support content capture and coordination.

## FREELANCE SOCIAL MEDIA MANAGER AND CONTENT CREATOR

### @adigae.ing (Food/Cooking Blog)

Feb 2024 - Present

- Co-found and run a food storytelling project focused on baking and third-culture/South Indian cooking and shared meals.
- Responsible for food styling, photography, videography, editing, caption writing, and content scheduling.
- Track trends and platform shifts to inform reels, carousel posts, and recipe content.
- Currently developing a cookbook with original recipes, book design, and photography.

### Studio Ruyee (Textile Design Studio)

Sep 2024 - Present

- Create and execute a social media strategy which reflects the artist's aesthetic and storytelling goals.
- Support event planning and shoot coordination for content capture.
- Produce short-form videos, photography, and captions aligned with studio mission and events.

## CREATIVE PROJECTS AND VOLUNTEERING

### Book Design Volunteer (826NYC)

Jan 2024 - Present

- Design full book layout and covers for student writing publications, including *Everything Felt Different*, collaborating with student authors and nonprofit staff to deliver on deadline.

### Animal Welfare Volunteering

Jan 2020 - Present

- Ongoing foster and support volunteer for shelters and nonprofit organizations in California and NYC, including PAWS NY.

### NYC Dance Community Creative Support

Nov 2024 - Present

- Assist dancers and choreographers with filming, videography, and planning for video shoots and performances.

King's College London - MA, Global Media Industries (Distinction)

Sep 2022 - Sep 2023

New York University - BS, Media, Culture, and Communication; Minor, Sociology

Sep 2019 - May 2022

Phi Beta Kappa Honor Society