

Pooja Negi

Social Media Executive & Graphic Designer

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Creative and detail-oriented Social Media Executive & Graphic Designer with 3+ years of experience in managing brand presence, designing engaging creatives, and executing digital marketing strategies. Skilled in social media, Meta Ads, Google Ads (basic), and graphic design tools such as CorelDRAW and Photoshop. Adept at creating posters, reels, logos, banners,

CORE SKILLS

- Social Media Management (Facebook, Instagram, YouTube)
- Social Media Algorithms & Strategy
- Meta Ads Campaign Management
- Basic Knowledge of Google Ads
- Graphic Design (CorelDRAW, Photoshop)
- Logo, Banner, Poster & Letterhead Designing
- Reels & Video Editing

PROFESSIONAL EXPERIENCE

Kumardeep Apparels Pvt. Ltd.

(Oct 2024 - Present)

Social Media Executive & Graphic Designer

- Managing the company's social media presence and campaigns.
- Designing creative graphics, posters, and promotional materials.
- Running Meta Ads to enhance brand visibility and reach.

Digital Exports Marketing Pvt. Ltd.

(Feb 2024 - Oct 2024)

Social Media Executive

- Handled client social media accounts and ensured consistent brand growth.
- Developed and executed social media strategies to increase engagement.
- Designed and posted creative content aligned with marketing goals.

Shri Sai Tech Solutions

(May 2022 - Jan 2024)

Social Media Intern / Executive

- Managed company and client social media accounts.
- Created graphics, logos, banners, and other marketing materials.
- Assisted in running ad campaigns and optimizing performance.
- Collaborated with clients for content planning and execution.

EDUCATION

- Bachelor of Arts (B.A.) - Delhi University (School of Open Learning)
- 12th Class (CBSE)
- 10th Class (CBSE)

ADDITIONAL INFORMATION

- **Languages:** English, Hindi
- Strong understanding of branding and visual communication.
- Ability to handle multiple clients and projects.
- Quick learner with adaptability to new tools and trends.