

MY DHAN

SOCIAL MEDIA CONTENT CREATOR & GRAPHIC DESIGNER

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AREAS OF EXPERTISE

Social Media
Photo & Video Editing
Strategic Writing

Adobe Creative Suite
Visual Design
Management

Communication
Data Analytics
Canva

PROFESSIONAL EXPERIENCE

Social Media Strategist - Jacht Agency

August 2024 - Present

- Developed and executed social media strategies to increase brand visibility, engagement, and growth across platforms for client needs.
- Analyzed social media performance metrics to better optimize content and develop strategies for client's goals.
- Collaborated with a working team to create content, maintain consistent messaging with the client, and develop a curated campaign.

Content Creator & Ambassador - Freelance

August 2022 - Present

- Represented brands online by creating a positive brand image and driving customer interest and engagement.
- Promoted products/services through social media platforms, contributing to over 99.6% content interactions.
- Built relationships with followers to enhance brand visibility and expand the audience.
 - **Notable Clients:** Glamnetic, NYX Cosmetics, MKCThreads, Moodylenses, TTDEye, La Roche Posay, Panera Bread

Graphic Designer - UNL Delta Phi Lambda Sorority Inc.

June 2022 - May 2023

- Developed and executed design concepts, utilizing Adobe Creative Suite and Canva to meet project needs and event deadlines
- Designed aesthetically pleasing graphics to enhance brand identity on social media and utilizing a keen eye for detail and design principles to create cohesive graphics

EDUCATION

University of Nebraska-Lincoln

August 2021 - May 2025

College of Journalism and Mass Communications - Lincoln, NE

- Major in Advertising and Public Relations
- Minor in Business Administration

COURSEWORK

- **Contemporary Marketing** (MRKT 300)
 - Learned and developed an understanding of how marketing principles are utilized in developing marketing strategy
- **Design and Layout** (ADPR 333)
 - Developed writing, storytelling, and promotional marketing skills
 - Created magazine ads and layouts with the understanding of typography and color
- **Media Planning and Strategy** (ADPR 360)
 - Developed a creative, integrated campaign using story telling techniques with the inclusion of paid, owned, and earned media
 - Practiced audience research, evaluation, and strategic media planning in all contexts of marketing and advertising decisions