

Diksha Poojary

[Email](#) | 7402743096 | [LinkedIn](#) | [Portfolio](#) | London, United Kingdom

PROFESSIONAL SUMMARY

Creative and results-oriented professional with experience in creative direction, digital media, and brand strategy. Skilled in leading multimedia campaigns, managing social media, and crafting compelling content that drives engagement. Proficient in Canva, Google Ads, Capcut, and analytics tools. Known for blending visual storytelling with strategic thinking to deliver impactful, audience-focused digital experiences.

TECHNICAL SKILLS

- **Creative Direction & Content Creation:** Concept development, campaign planning, script writing, video production, photography, camera operation, visual storytelling
- **Design & Editing Tools:** Illustrator, InDesign, Premiere Pro, Canva, Capcut, Runway, Adobe Spark
- **Digital Platforms:** Instagram, LinkedIn, Facebook, Tik-Tok, YouTube, WordPress, Meta Business Suite, Notion, Pinterest, Reddit, Google Business Profile
- **Digital Marketing & Analytics:** Google Ads, Meta Ads Manager, HubSpot, SEMrush, Google Analytics, Mailchimp, Zapier, SEO, A/B testing, audience segmentation, Online Reputation Management
- **Communication & Soft Skills:** Verbal and written communication, creative problem-solving, team collaboration, time management, adaptability, initiative
- **Other Tools & Platforms:** Email marketing, Landing page design, and Microsoft Office Suite, Google Business Suite

PROFESSIONAL EXPERIENCE

Freelance Social Media & Digital Consultant | Remote | Jan 2024 – Sept 2024

- Developed and executed custom social media strategies for clients in the media and creative sectors.
- Designed brand identities including logos, brand collateral, and visual guidelines to establish a consistent digital presence.
- Created platform-optimized content (visuals, copy, reels) to boost engagement and audience retention.
- Supported early-stage business conceptualization and digital positioning to help clients define brand voice and strategy

- Implemented lead generation strategies through targeted content and audience segmentation.
- Utilized analytics tools (Meta Insights, Google Analytics) to measure campaign performance and refine content approach.

Creative Director & Online Reputation Manager | Ignitic Ideas | Mumbai, India | Aug 2022 – Nov 2023

- Directed end-to-end creative strategy for brand campaigns, including concept development, visual identity, and messaging.
- Led logo conceptualization, brand identity creation, and visual storytelling to ensure consistent brand presence across platforms.
- Oversaw event conceptualization and décor planning for client campaigns and brand activations.
- Managed online reputation for clients by monitoring brand mentions and developing strategic responses to maintain positive perception.
- Planned and executed multimedia content (videos, visuals, scripts) for websites, landing pages, and social media.
- Collaborated with content and design teams to deliver cohesive, high-impact digital campaigns aligned with brand goals.

EDUCATION

- **MA Digital Media & Creative Industries** | Loughborough University London, UK
- **Bachelor's in Business Management** | Model College, Mumbai, India

ACHIEVEMENTS

- **FLUX Exhibition (2025):** 3 creative projects selected and displayed at a prestigious showcase of emerging digital media talent.
- **Global South Field Trip: Malawi (2024):** Participated in cross-cultural field research on media, ethics, and heritage; produced a photo-story titled Exploring India–Malawi cultural parallels.

VOLUNTEER EXPERIENCE

- **Event Committee Member, Loughborough University London:** Organized and promoted student social events, contributing to campus community engagement.
- **Communications Society Volunteer, Model College, Mumbai:** Led promotional efforts and event coverage for college festivals; supported creative and editorial teams.