


SHREYASHI

Social Media Manager & Graphic Designer

Dehradun, India

 9997959515

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ABOUT ME

Creative and results-driven Social Media Manager & Graphic Designer with over 2 years of hands-on experience in content strategy, reel creation, brand growth, and client management. Experienced in handling healthcare and local business branding. Skilled in creating engaging visual content, planning campaigns, and improving digital visibility through strategic execution.

EXPERIENCE

Graphic Designer & Social Media Executive

Arihant Hospital, Dehradun

July 28, 2025 – Present

- Managing Instagram & Facebook presence
- Designing posts & promotional creatives
- Creating reels with subtitles, hooks & music sync
- Planning monthly content calendars
- Coordinating with internal team for content
- Monitoring analytics and optimizing engagement
- Running local targeted promotions

Social Media Assistant

Heartbeat Store

January 2024 – July 25, 2025

- Managed social media client accounts
- Created content calendars & brand strategies
- Designed high-converting posts & reels
- Improved engagement and follower growth

EDUCATION

Bachelor of Arts (Hons) in English – Pursuing

Indira Gandhi National Open University (IGNOU)

Senior Secondary (12th – Humanities) (88.75%)

Raja Ram Mohan Roy Academy, Dehradun

Completed: 2025

High School (10th- Science) (82%)

Raja Ram Mohan Roy Academy, Dehradun

Completed : 2023

TOOLS & SOFTWARE

- Canva Pro
- CapCut
- Meta Business Suite
- Jarvee (Automation Tool)
- Google Docs & Sheets
- Instagram, Facebook, YouTube
- Video Editing Tools (Reels, InShot, Videoleap)

CORE SKILLS

- Instagram Growth Strategy
- Reel Editing & Subtitles
- Content Planning
- Canva Creative Design
- Healthcare Marketing
- Analytics & Reporting
- Paid Ads Setup
- Client & Team Coordination

LANGUAGES

- Hindi – Fluent
- English – Fluent