

# Pooja Huff

## Content Creator

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### STRENGTHS

- Engaging Storyteller**  
Craft captivating narratives that resonate deeply, fostering strong connections with audiences through visual and written content.
- Trend Spotter**  
Identify emerging trends quickly, translating them into relevant content that sparks interest and drives immediate user action.
- Collaborative Partner**  
Work effectively with creative teams, encouraging brainstorming sessions that cultivate innovative and impactful content ideas.
- Results Driven**  
Consistently focus on tangible outcomes, refining content based on performance analytics that ensure maximum engagement.
- Cultural Connector**  
Possess a keen sense of cultural nuances, strategically tailoring content aligning with timely events that matter most to target demographics.

### SKILLS

- Digital Content Creation
- Social Media Management
- Video Editing   Copywriting
- Graphic Design   Trend Analysis
- Visual Storytelling
- Mobile Content Production
- Audience Engagement
- Data Analytics
- Creative Development
- Platform Optimization
- Campaign Strategies
- Meme Culture Insights

### SUMMARY

Creative content creator with over 2 years of experience in digital content production and social media management. Proven expertise includes crafting engaging short-form content for platforms like TikTok and Instagram, enhanced by a solid grasp of current trends and meme culture. Strong writing abilities complement skills in graphic design and video editing, paving the way for timely and shareable material in fast-paced environments. This background enables the ideation and execution of social-first campaigns that drive audience engagement while elevating brand presence. Eager to leverage these talents in an exciting new role.

### EXPERIENCE

#### Social Media Content Creator

Vibrant Media   January 2025 - Present   Remote

Role focuses on developing and executing dynamic social media strategies across various platforms. Created high-quality original content tailored specifically for target audiences while collaborating closely with diverse teams to maintain brand integrity.

- Developed and executed social media content strategies aligning with brand objectives, resulting in notable increases in engagement.
- Captured and optimized original content for platforms like TikTok and Instagram, boosting visibility and user interaction.
- Authored compelling, platform-specific copy improving overall post engagement significantly.
- Analyzed trending memes and user-generated content, crafting timely posts that resonated with cultural moments.
- Collaborated with cross-functional teams to innovate content representing brand voice and ideals.
- Utilized graphic design and editing tools to create visually engaging assets consistent across platforms.

#### Digital Content Specialist

NextGen Creatives   June 2024 - December 2024   Los Angeles, CA

Contributed to creating impactful digital content aimed at enhancing brand storytelling along popular social media platforms. Actively engaged in refining content through data analytics to align with user dynamics.

- Assisted in developing engaging digital content centered on short-form video production, enriching storytelling efforts.
- Conducted in-depth research on best practices across social media platforms, forming more effective content strategies.
- Captured genuine video content for campaigns ensuring alignment with authentic brand messaging.
- Monitored social performance metrics regularly, providing insights that shaped future projects.
- Worked with creative teams to adapt pre-existing content maximizing reach and audience interaction.
- Jointly created seasonal campaigns that resonated with contemporary cultural interests.

### LEADERSHIP & AWARDS

- Dean's List, State University, 2024
- Best Short Film - University Film Festival, 2025

### EDUCATION

#### Bachelor of Arts in Communications

State University   GPA: 3.8   2026   Los Angeles, CA

**Coursework:** Digital Media, Marketing Fundamentals, Social Media Strategy, Content Production

Client Collaboration

Fast-Paced Adaptability

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Social Media Content Creator at Vibrant Media (1.4 Years)

● Digital Content Specialist at NextGen Creatives (6 Months)

## CERTIFICATIONS

- Social Media Marketing Certification 📅 2025
- Digital Content Creation Certification 📅 2025

## TECHNICAL SKILLS

- **Social Media Tools:** Hootsuite, Buffer, Sprout Social
- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, iMovie
- **Graphic Design Tools:** Canva, Photoshop, Adobe Illustrator
- **Content Management Systems:** WordPress, Wix, Squarespace
- **Analytics Tools:** Google Analytics, Facebook Insights, TikTok Analytics
- **Project Management Tools:** Trello, Asana, Monday.com
- **Collaboration Tools:** Slack, Microsoft Teams, Zoom
- **Mobile Production Equipment:** Ring Light, Tripod, Smartphone Gimbal
- **Writing Frameworks:** AP Style, Chicago Manual of Style, MLA Format
- **SEO Best Practices:** Keyword Research, On-page SEO, Link Building

## PROFESSIONAL AFFILIATIONS

- Member, University Media Club, 2023 – Present
- Volunteer, Community Social Media Campaign, 2024

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST