

# Pooja Huff

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## 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

January 2025 - Present

Vibrant Media

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

June 2024 - December 2024

NextGen Creatives

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

2026

State University GPA: 3.8

Los Angeles, CA

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

## 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

**SKILLS**

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- 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
- Client Collaboration
- Fast-Paced Adaptability

**PROFESSIONAL AFFILIATIONS**

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

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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

**REFERENCES**

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AVAILABLE ON REQUEST