

# 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