

# Reagan Bhatia

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## SUMMARY

Dynamic social media and content creator driven by a passion for e-commerce marketing and compelling storytelling. Over 3 years of experience crafting captivating content that boosts engagement and enhances brand visibility across various platforms. Adept at producing graphics, videos, and persuasive copy tailored to resonate with target audiences. Proficient in managing content calendars, analyzing performance metrics, and collaborating with teams to align marketing initiatives with business objectives. Highly committed to fostering collaborative environments that spark innovative ideas and contribute positively to organizational growth.

## EXPERIENCE

**Social Media Content Creator** January 2024 - Present  
Creative Solutions Co. *Chicago, IL*

Manage all aspects of social media content creation, leading strategies that enhance audience interaction and brand outreach. Collaborate with teams to align content vision with overall marketing goals, reinforcing brand identity and voice.

- Implemented creative content strategies, resulting in a significant uplift in audience engagement rates on multiple social channels.
- Designed eye-catching graphics and compelling videos using Adobe Creative Suite, reinforcing brand messaging.
- Crafted engaging social media posts and campaign copy that contributed directly to increased brand awareness.
- Scheduled and managed diverse content types, maintaining brand consistency and timely communication with followers.
- Conducted trend analysis and integrated findings into content strategy to stay ahead in the competitive space.
- Fostered collaboration with marketing teams to refine narratives and maximize overall impact of promotional initiatives.

**Social Media Specialist** June 2022 - December 2023  
Digital Marketing Agency *Milwaukee, WI*

Supported social media campaigns for diverse clients, employing strong graphic design and copywriting skills to enhance digital presence and community engagement.

- Assisted in developing engaging content that drove substantial follower growth across client social media profiles.
- Produced original visual assets and video content, effectively promoting client campaigns through storytelling.
- Engaged actively with online communities, responding to inquiries and fostering loyalty among followers.
- Coordinated digital marketing efforts contributing to measurable enhancements in client revenue metrics.
- Monitored key social media analytics, leveraging insights to formulate more effective content strategies.
- Participated in idea generation sessions to brainstorm fresh and relevant concepts aligned with client brands.

## LEADERSHIP & AWARDS

- Dean's List, University of Wisconsin-Madison (2024, 2025)
- Winner, Campus Social Media Challenge (2025)

## EDUCATION

**Bachelor's Degree in Communication** 2026  
University of Wisconsin-Madison GPA: 3.8 *Madison, WI*  
**Coursework:** Digital Storytelling, Social Media Strategies, Marketing Principles, Visual Communication

## CERTIFICATIONS

- Google Digital Garage Certification in Digital Marketing 📅 2025
- HubSpot Content Marketing Certification 📅 2025

## TECHNICAL SKILLS

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro
- **Social Media Platforms:** Instagram, Facebook, Twitter, LinkedIn
- **Content Management Systems:** WordPress, Hootsuite, Buffer
- **Analytics Tools:** Google Analytics, Sprout Social, Hootsuite Analytics
- **Copywriting Techniques:** SEO Strategies, Persuasive Writing, Brand Voice Development
- **Video Editing Software:** Final Cut Pro, Camtasia, iMovie
- **Graphic Design Software:** Canva, GIMP, Sketch

- **E-commerce Platforms:** Shopify, WooCommerce, BigCommerce
- **Project Management Tools:** Trello, Asana, Notion
- **Email Marketing Tools:** Mailchimp, Constant Contact, SendinBlue

**SKILLS**

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- Social Media Management
- Graphic Design
- Video Editing
- Copywriting
- E-commerce Marketing
- Content Strategy
- Analytics Reporting
- Team Collaboration
- Brand Awareness
- Trend Analysis
- Visual Storytelling
- Community Engagement
- Marketing Principles
- Adobe Creative Suite
- Content Calendars
- Campaign Management

**PROFESSIONAL AFFILIATIONS**

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- Vice President, Communication Club, University of Wisconsin-Madison
- Member, Digital Marketing Society, University of Wisconsin-Madison

**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