



SANIKA CHAVAN

Social Media Manager | Brand & Visual Storyteller | Digital Content Creator

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PROFESSIONAL SUMMARY

Creative Social Media Manager with a strong eye for visual storytelling, branding, and digital content creation. Experienced in crafting compelling campaigns, marketing visuals, and digital assets that enhance brand visibility and engagement. Skilled in Adobe Creative Suite, Figma, and modern AI design tools (Midjourney, Runway, Sora AI, OpenAI). Combined design principles with marketing strategy to deliver impactful, scroll-stopping content. Passionate about building cohesive brand identities and creating meaningful digital experiences.

CORE COMPETENCIES

- Social Media Design & Digital Content Creation
- Graphic Design (Adobe Photoshop, Illustrator, InDesign, Canva)
- Branding & Visual Storytelling
- Campaign Ideation & Creative Strategy
- Video Editing & Motion Graphics (CapCut, After Effects)
- AI Tools for Creative Design (Midjourney, Runway, Sora AI, OpenAI)
- UX/UI Visual Design (Figma, Prototyping, Interface Layouts)
- Digital Marketing & Social Media Management
- Copywriting & Visual Communication

EDUCATION

M.Sc. Design Management – Heriot-Watt University, Edinburgh, UK (2022–2023)
Focus: Digital Design Strategy, Creative Leadership, Branding & UX

B.Sc. Interior Architecture – Aditya College of Design Studies, Mumbai, India (2018–2021)

JOB EXPERIENCE

Pop Media – Founder- Social Media Manager | Mumbai, IND Nov 2025 – Present

- Social media agency focused on delivering innovative digital strategies and content for brands.
- Spearheaded the creation and implementation of social media campaigns across platforms, brand awareness and fostering audience engagement.
- Developed and managed content calendars, ensuring consistent posting and brand messaging.
- Collaborated with clients to understand their goals and tailored social media strategies to meet their unique needs.
- Analyzed campaign performance data to optimize future content and drive continuous improvement.

Claire's – Supervisor & Brand Experience | London, UK Aug 2024 – Mar 2025

- Designed in-store visuals and digital content to support marketing campaigns and seasonal promotions.
- Executed visual storytelling and product display layouts that aligned with global brand identity.
- Led creative direction for local store-level campaigns and influencer-style showcases.
- Collaborated with the regional brand team to adapt visual assets for social media and in-store engagement.
- Boosted customer engagement and footfall through creative events and digital promotions.

- Designed and managed digital listings and promotional graphics for online property marketing.
- Created visuals and short-form videos for social platforms (Facebook, Instagram, website) to improve engagement.
- Optimized creative content using SEO keywords and analytics-driven insights.
- Increased post visibility and inquiries through effective visual storytelling and brand consistency.
- Utilized Instagram Insights, Google Analytics, and POS data to optimize campaigns and boost ROI.

TikTok – Digital Content Creator | Mumbai, India

Jul 2018 – Jan 2020

- Produced engaging short-form video content for food and lifestyle brands through paid collaborations.
- Designed and edited creative videos aligned with brand tone, trends, and platform best practices.
- Developed campaign storyboards and visual concepts to enhance audience retention and conversion.
- Grew engagement through consistent posting and trend-driven content strategies.
- Tracked analytics to refine creative direction and maximize reach.

CERTIFICATIONS

Advanced Certification in UX/UI Design – Indian Institute of Digital Marketing (2022)

Graphic Design Certification – Softpro Institute (2019)

Google Digital Marketing Certification (2019)

WordPress for Designers – Coursera (2022)

ADDITIONAL INFORMATION

Languages: English, Hindi, Marathi

Work Authorization: UK & India

Creative Interests: AI-generated visuals, video design, travel-inspired storytelling

WORK PREFERENCE

- **On-site, Hybrid, Remote**
- **Open to relocation for employment opportunities.**