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# Isha Gupta

## Social Media & Community Manager

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## SKILLS

### *Technical Skills:*

Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, Roblox Studio, YouTube Analytics, Hootsuite, Metabase, Google Sheets & Google Trends

### *Soft Skills:*

Initiative, Adaptability, Problem Solving, Active Listening, Collaboration, Teamwork and Community Engagement

## EXPERIENCE

### House of Blueberry, Remote - Social Media & Community Manager

SEPTEMBER 2024 - JULY 2025

- Managing Production, Ideation, Publishing and Promotion of Content across all social media platforms
- Tracking key performance indicators to grow influence and loyalty of our community
- Implementing fun community engagement strategies
- Recognizing best-performing content patterns and replicating success

### Joey Graceffa LLC, Remote - YouTube Channel Manager

DECEMBER 2022 - 2024

- Managing production, ideation, publishing and promotion of Minecraft & Roblox content on his gaming channel
- Tracking key performance indicators, recognizing content patterns to improve click-thru rates, grow influence and loyalty of subscribers
- Directed and Produced Joey Graceffa's [Minecraft TV show Escape the Night](#); 6 episodes featuring other top-tier YouTubers

### Small World Games, Bangalore - Public Relations and Game Designer

JANUARY 2020 - PRESENT

- Launched a horror survival game on Roblox - [JERRY \(50M visits\)](#)
- Worked on gameflow, map design, refining UI and item details for the game
- Researched and provided an in - depth analysis for Trending games on the platform to successfully create competitive games

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- Playtested successful mobile games to understand Live Operations to apply in our games

### **Thinknoodles, LLC, Remote** - *Senior Video Editor & Content Manager*

JANUARY 2020 - APRIL 2022

- Edited over 600+ long form videos during this work period
- Editing high energy cuts, adding in sound effects and funny memes on videos for his channel on a daily basis
- Managed junior editors, reviewing and revising their work.
- Additionally, writing content titles and description, ideation and researching trending games and videos for future content

### **YouTube Gaming, Bangalore** - *Content Creator*

SEPTEMBER 2019 - JANUARY 2020

- Created Minecraft centric gaming videos on my [personal channel - Burpishoo](#)
- Ideated and produced 10+ videos with cumulative views reaching 7000
- Focused on learning how to edit videos, create thumbnails and work with YouTube metadata

### **YouTube Gaming, Bangalore** - *Content Ideator & Scriptor*

AUGUST 2018 - MAY 2019

- Produced content ideas for multiple YouTube Channels - Joey Graceffa, Kids Fun Lab etc
- Researched video trends, thumbnails and wrote corresponding scripts for said videos

## **EDUCATION**

### **Christ University, Bangalore** - *Bachelor of Arts: Journalism Honors*

JUNE 2017 - 2020

## **LANGUAGES**

English - Native / Bilingual Proficiency

Hindi - Native / Bilingual Proficiency

## **INTERESTS**

Gaming, Reading and building Lego sets!