

Portfolio

Creative Portfolio

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Contact

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Email

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Location

Mumbai, India

Education

MA Advertising, Branding and Communication

University of West London | London, UK

2023 - 2024

Bachelor of Arts in Multimedia and Mass Communication

KES Shroff College | Mumbai, India

2020 - 2023

Diploma in Graphic Design and Video Editing

Maya Academy of Advanced Cinematics (MAAC)

2022 - 2023

Skills

- Copywriting
- Creative Strategy
- Social Media Management
- Content Development
- Adobe Creative Suite
- Canva / Capcut
- Microsoft Office Suite
- Hootsuite
- Meta Ads Manager

Language

English

Hindi

Pooja Sainya

Creative Social Media Strategist

Strategic and hands-on Social Media & Marketing professional with experience managing owned channels, creating multimedia content, tracking press and performance metrics, and supporting brand reputation across digital platforms. Skilled in developing global-aligned social media calendars, crafting compelling copy and visuals, monitoring trends, and providing actionable insights to strengthen communication strategies.

Work History

January 2025 - Present

Marko B. (Independent Artist) - London, UK

Social Media Manager & Brand Consultant

- Manage the artist's full social media presence including content creation, branding, positioning, and digital storytelling.
- Collaborate closely with copy and design tasks to ensure cohesive content output.
- Plan and execute content calendars, oversee day-to-day posting, and respond to community engagement.
- Edit and produce engaging video and graphic content tailored to platform trends.
- Analyse performance metrics and audience insights to improve engagement and visibility.
- Support the artist's branding and marketing implementation through creative ideas and strategic content.

July 2025 - Present

Master Brain Academy - London, UK

Creative Social Media Manager

- Work closely with social media, copywriting, and design teams to deliver high-quality creative output.
- Support branding and positioning by crafting compelling digital-first content.
- Oversee daily account deliverables and participate in idea development to enhance the organisation's digital presence.
- Execute content strategies across multiple platforms and track performance for optimisation.
- Assist in campaign development and contribute new ideas to expand service offerings.

December 2021 - February 2022

Indian Television Ltd. - Mumbai, India

Social Media Manager Intern

- Assisted with content production for social media platforms including Instagram, Twitter, Facebook, and YouTube.
- Drafted engaging captions and supported the scheduling of posts.
- Helped coordinate with influencers and contributed to press releases and promotional materials.
- Communicated updates with the team to maintain alignment throughout projects.

March 2021 - July 2021

Intelligenes Technology - Mumbai, India

Graphic Design Intern

- Designed social media creatives and YouTube thumbnails according to content briefs.
- Assisted in planning weekly content calendars and supporting the creative workflow.
- Shared progress updates and challenges with project managers to maintain clarity.

Achievement

- Conceptualized "Trek Light, Trek Right", a sustainable trekking campaign focused on educational content and influencer partnerships.
- Conducted stakeholder interviews and audience surveys, using insights to develop strategic creative solutions.
- Earned distinctions for a brand awareness project and a digital storytelling initiative during the MA Advertising course.