

PRAGATI RASTOGI

SOCIAL MEDIA MANAGER AND
GRAPHIC / WEB DESIGNER

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223/57 Rastogi Tola, Raja

Bazaar, Lucknow- 226003

12th May 2001

EDUCATION

2017 – Class 10th

Bal Vidya Mandir Sr. Sec. School, Charbagh, Lucknow
(CBSE)

2019 – Class 12th (Commerce)

Bal Vidya Mandir Sr. Sec. School, Charbagh, Lucknow
(CBSE)

2022 – Bachelor of Vocation (Banking & Finance)

National P.G. College, Lucknow

2022 – Professional in Fashion Designing

Dream Zone, Hazratganj, Lucknow

2024 – Certification in Digital Marketing

Max Digital Academy, Alambagh, Lucknow

TRAINING, INTERNSHIP & JOB EXPERIENCE

TCS (Tata Consultancy Services) | YEP Training

Role: Trainee

Duration: 2 Months (2022)

Bhasin Brothers & Sons | Branch: Gomti Nagar, Lko

Role: Men's Assistant Fashion Designer

Duration: 1 Month (May 2023)

Responsibilities:

- Guided clients in fabric selection and style recommendations based on trends and preferences.
- Oversaw garment production from design to final quality checks.

Pleats Please Chikankari Studio, Lucknow

Role: Assistant Fashion Designer & Production Manager,
Content Creator

Duration: June – November 2023

Responsibilities:

- Designed Chikankari fashion concepts blending trends with tradition.
- Collaborated with clients globally to create bespoke designs.
- Managed social media, created UGC videos, and organized photoshoots for campaigns.
- Showcased exclusive designs in fashion shows

OBJECTIVE

Passionate Social Media Manager and Graphic Designer skilled in creating innovative, trend-aligned content. Eager to collaborate with forward-thinking brands to enhance digital presence, engage audiences, and drive growth through creative design and strategic social media efforts. Committed to delivering fresh ideas and staying ahead of trends to contribute to your brand's success.

SKILLS

- **Graphic Design:** Filmora, Canva, Photoshop, VN, Lightroom, Picsart, Capcut*, Premium Pro*
- **Website Design:** WordPress
- **Digital Marketing:** Social Media Marketing, Google/Meta Ads, Search Engine Optimisation
- Fashion Illustration: Manual Creatives
- **Office Tools:** MS PowerPoint, MS Word, MS Excel
- **Teamwork & Collaboration**
- Handset on **Ai Tools**

LANGUAGE

- English
- Hindi

CyberShree, Lucknow

Role: Social Media Manager & Graphic Designer
Duration: July 2024 - Present

Responsibilities:

- Managed social media accounts, ensuring trend engagement and audience growth.
- Designed graphics for social media and websites, and updated websites as needed.
- Executed Google and Meta ad campaigns to boost traffic and conversions.

AskUs Studio, Lucknow (Freelancer)

Role: Website Designer & Graphic Designer
Duration: August - October 2024

Responsibilities:

- Created trend-based graphics for clients' social media and websites.
- Designed and maintained websites using WordPress.
- Interacted with clients to understand and fulfill their design needs.

Max Digital Academy, Lucknow (Internship)

Role: Digital Marketing Intern
Duration: (2 months)

Responsibilities:

- Managed social media, executed SEO/SEM strategies, and created backlinks.
- Handled website content and design, analyzed performance via Google Analytics.
- Created graphics and videos for campaigns and ran Facebook ads to drive engagement.

Ostrain Infotech LLP, Lucknow (Training)

Duration:2 Month (May 2022)

Project: Developed a banking application focused on functionalities such as account opening and savings account management, utilizing MySQL for database implementation and management

ACHIEVEMENTS

Fashion Shows

- AIVA Lifestyle Fashion Fest - 2019 (New Delhi)
- Transformations Night - 2019 (Lucknow)
- VIBES 360° - 2020 (Kanpur-Lucknow)
- FICCI FLO - 2023 (Lucknow)
- Organized multiple photoshoots

NCC

'A' Certificate Holder (May 2015 – June 2016)

Scout & Guide

'A' Graded (November 2016)

Taekwondo

Green Belt Achiever

CERTIFICATES

- NCC Combined Annual **Training Camp**
- Achieved **National Cadet Corps** Certificate 'A'.
- **Professional Fashion Design** Certification: Completed from Dream Zone Institute, School of Creative Studies, Hazratganj, Lucknow, in collaboration with NSDC (National Skill Development Corporation).
- **Advanced Certificate in Digital Marketing:** Successfully completed at Max Digital Academy, Lucknow.
- **Experience & Appreciation** Certificate: **Awarded by PPDS** for exemplary contributions.

HOBBIES

- Drawing, sketching, and painting.
- Fashion illustration and rendering.
- Exploring digital and traditional art techniques.