

Divya Poonia

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Professional Summary

Creative and detail-oriented content writer with a strong foundation in digital storytelling, copywriting, and audience engagement. Experienced in crafting compelling content across blogs, social media, and web platforms to inform, engage, and drive action. Skilled in SEO principles, content strategy, and editorial planning, with proficiency in tools like Canva, Figma, and CMS platforms. Recognized for producing clear, impactful, and brand-aligned content that resonates with diverse audiences. Brings a proactive mindset, adaptability, and strong collaboration skills in dynamic, fast-paced environments.

Education

Bachelor of Arts in Journalism

SGT University | 2022–2025 | **Average SGPA: 7.73**

12th Grade (CBSE)

DAV Sr. Sec. School (HBSC, 2022): **79%**

10th Grade (CBSE)

Marigold Sr. Sec. School (CBSE, 2020): **65.8%**

Relevant Experience

Social Media Intern – SGT University

(Nov 2024 – Jan 2025)

- Created digital assets for banners and carousels to support university events using Canva.
- Monitored and responded to user engagement on Instagram ensuring active community interaction.
- Collected community feedback and insights for improving content relevance and user experience.
- Assisted in forum-based discussions and helped moderate student interaction groups.

Podcast Intern – SGT University

(Jul 2023 – Sep 2023)

- Structured episode content and coordinated with guests to ensure communication and scheduling.
- Developed targeted promotions for community growth via social media and student groups.
- Used basic CMS tools to upload episodes and manage platform engagement metrics.

Lead Coordinator – Synergy 2024 University Fest

- Managed logistics and coordinated offline events for 700+ attendees, ensuring seamless execution.
- Facilitated inter-departmental communication and real-time issue resolution during community events.
- Oversaw volunteer teams and independently handled schedule changes and operational delays.

Key Organizer – Fashion Show, Media Maze 2024

- Directed backstage operations and ensured timely transitions with over 200 participants.
- Contributed to community outreach and post-event surveys for engagement analysis.

Key Skills

- **Content Writing & Strategy:**
Blog & Article Writing, Copywriting, SEO Optimization, Brand Voice Development
- **Community Engagement:**
Audience Centric Writing, Online Engagement, Feedback Integration, Inclusive Communication
- **Social Media & Digital Content:**
Social Media Management, Platform-Specific Writing (Instagram, LinkedIn, YouTube)
- **Tools & Platforms:**
Canva, Figma, Google Workspace (Docs, Sheets, Slides)
- **Professional Competencies:**
Interpersonal Communication, Creativity, Research & Analysis, Time Management, Attention to Detail

Achievements

- Winner: Face Painting, G20 Summit, SGT University
- 3rd Place: Painting, Media Maze 2023
- Prodysey Participation: Product Management Case Competition, IIM Indore
- Ideate '24 Participation: Marketing Strategy Event, IIT Dharwad

Certifications

- Digital Marketing 101
- Introduction to LinkedIn Marketing
- Instagram Marketing Basics
- YouTube Marketing 101