# Nitu Jha

☐ +91-9262871515    ✉ krinitudbg23@gmail.com    in linkedin.com/in/nitu-jha-a7923b230

## EDUCATION

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| **Dr. APJ Abdul Kalam Women's Institute of Technology Darbhanga, Bihar** | **2021 − 2025** |
| B.Tech in Information Technology | |

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| **M.R.M College Darbhanga** | **2019 − 2021** |
| Intermediate | |

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| **+2 Project Girls High School Anandpur** | **2018 − 2019** |
| Matriculation | |

## SKILLS

- **Graphic Design Tools:** Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

- **UI/UX & Prototyping:** Figma, Uizard

- **Video Editing & Motion Design:** Adobe Premiere Pro, Adobe After Effects,Capcut

- **Marketing & Ad Platforms:** Google Ads Manager, Meta Ads Manager

- **Web Technologies:** HTML, CSS, Basic JavaScript

- **Search Engine Optimization (SEO) & Analytics:** Keyword Research, On-Page SEO, Off-Page SEO, Google Analytics, Google Search Console

- **Productivity & CRM Tools:** Notion, Microsoft Office, HubSpot, Zoho, Snowvoi

## PROJECTS

- **Foodam UI/UX** | *Figma, Canva*                                                                                 *March 2024*
  - Designed a mobile app UI/UX for students to customize meal preferences based on personal taste and dietary needs.
  - Offered flexible subscription options for breakfast, lunch, and dinner based on user-selected days or durations.
  - Focused on user-friendly navigation and intuitive design for a seamless ordering experience.

## WORK EXPERIENCE

- **Digital Marketing & Graphic Designing Intern** | *Mithila Stack*                          *March 2025 – Present*
  - Designing UI/UX for websites and created engaging posters for social media platforms.
  - Managing email campaigns and social media handles across platforms like Instagram and LinkedIn.
  - Executing advertising strategies using Google Ads and Meta Ads to drive brand engagement and lead generation.

- **Freelance Graphic Designer & Video Editor** | *Elevate Edits*                               *Dec 2024 – Feb 2025*
  - Created social media posts and edited videos for clients, enhancing their online presence.
  - Improved brand identity and engagement through consistent, impactful content creation.

- **Social Media Manager** | *Robo-Junction*                                                        *April 2024 – Sept 2024*
  - Increased views and followers with engaging content and strategic posting.
  - Boosted brand visibility and community engagement through creative content planning.