


# PRAGATI GUPTA

C O N T E N T   D E V E L O P E R



 +91 72593 36802

 [pragati.gupta@bba.christuniversity.in](mailto:pragati.gupta@bba.christuniversity.in)

 S6/204, Greenwood Regency,  
Sarjapur Road, Bangalore, Karnataka

 [Pragati Gupta](#)

## PROFILE

Results-driven and analytical individual seeking an internship as a Social Media Marketing Specialist, leveraging strong writing skills, social media expertise, and a keen eye for data analysis to drive engagement, enhance brand awareness, and optimize digital marketing strategies.

## SKILLS

- Social Media Marketing
- Design Thinking
- Content Creation
- Problem-Solving
- Graphic Design
- Strong Communication
- Audience Engagement
- Time Management
- Data Analysis

## EDUCATION

### BBA - BUSINESS ANALYTICS

Christ (Deemed-to-be) University  
Pune Lavasa

2021- 2024

### HIGH SCHOOL

Delhi Public School Bangalore East

2018-2021

10th : 90.4%

12th : 92.2%

## EXPERIENCE

### CONTENT DEVELOPER

Christ (Deemed-to-be University)

2022 - present

- Created engaging social media content, including graphics, videos, and interactive posts, to increase brand visibility and audience engagement.
- Developed cohesive visual designs for social media campaigns, ensuring brand consistency and capturing the attention of the target audience.
- Engaged with the audience through creative design and interactive content, fostering connections and building a loyal community.
- Collaborated with the marketing team to develop and implement social media strategies aligned with the company's objectives.

### SWO MEDIA HEAD

SWO, Christ (Deemed-to-be University)

2023 - present

- Led the college's social media team, overseeing content creation, scheduling, and engagement strategies.
- Managed multiple social media platforms, increasing followers and driving student engagement through innovative campaigns and interactive content.
- Collaborated with various college departments and student organizations to create compelling social media content for events and initiatives.

### FREELANCE GRAPHIC DESIGNER

2023 - present

- Worked on designing varsity jackets, jerseys, t-shirts, etc and creating visually appealing and customized designs for students.
- Collaborated with clients to understand their vision and translated it into unique and eye-catching designs.

## HOBBIES



Art



Photography



Graphic  
Designing



Tennis