

UTKARSH MISHRA

SOCIAL MEDIA MANAGER | GRAPHIC DESIGNER

New Delhi | utkarsh6058@gmail.com | +91 7488328103

Social Media Manager with experience across digital content, graphic design, soft skills training, and event planning. Worked with Anime India Pvt Ltd, counseling services, and educational institutions, blending communication, creativity, and people-focused work across online and on-ground settings.

AREAS OF EXPERTISE

Event Management
Graphic Designing

Content Creation
Content Writing

Communication
Leadership

PROFESSIONAL EXPERIENCE

Anime India | New Delhi | Sept 2024 - Current

- Generated 115,556 total views in the last 90 days, reaching 97,307 unique accounts
- Managed 100% of content planning, posting, and day-to-day social media operations
- Designed 100+ creatives including posters, reels, and promotional assets
- Improved engagement and reach through regular analytics tracking and optimization
- Planned and executed multiple offline events, stalls, and college activations
- Progressed from freelance (Sept 2024) to full-time, in-office role (Oct 2025) based on performance

INTERNSHIPS AND ACTIVITIES

SoulaceSpace | Gurgaon | March - June 2025

- Worked as a content creator for the clinic
- Designed informational carousels, engaging memes and educational reels centered around psychology

Pooja Counselling Services | Himachal Pradesh | Nov 2024 - Feb 2025

- Delivered 10+ online/offline sessions on key psychology topics to students and early professionals
- Developed engaging lesson plans and simplified complex topics for better understanding

Club Arcadia | Shoolini University | Oct 2022 - Sept 2024

- Worked as the Head of Content Creation Team, later promoted to **President**
- Introduced student-driven initiatives (events, competitions), engaging 300+ participants.

Psychologists Magazine | Remote | Nov 2024 - Feb 2025

- Authored 30+ articles on psychology and mental health
- Coordinated with editorial team to maintain accuracy and readability of published work

EDUCATION

BA Psychology and Counselling | 2022-2025

Shoolini University

- OGPA: 9.29/10

Diploma in Psychological Guidance and Counselling | 2023-2024

Acharya Nagarjuna University

ADDITIONAL INFORMATION

- Portfolio:** https://www.canva.com/design/DAGaqlIFYRw/tqEAV5LMOeb_Qw9rFIHZZg/view?utm_content=DAGaqlIFYRw&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=h4b36770c04
- Certifications:** Basic Counselling Skills (Mindscape Centre for Counselling, New Delhi), Intro. to Abnormal Psychology (Wesleyan University, Coursera), IAHP Paper Presentation Certificate (2023)