

NIHARIKA JOSHI

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Location: India

SUMMARY

Highly enthusiastic Digital Media fresher with strong knowledge of social media platforms, content creation, basic video editing, campaign planning, and analytics. Passionate about brand storytelling, digital trends, and creating visually appealing content. Known for creativity, adaptability, and strong communication skills.

EDUCATION

Bachelor of Arts – Digital Media & Communication (2025)
Global Media College

INTERNSHIP EXPERIENCE

Digital Media Intern – MediaSpark Agency (Jan 2024 – Apr 2024)

- Assisted in planning and scheduling social media posts for Instagram, Facebook, and YouTube.
- Helped create content ideas, captions, and visual assets.
- Analyzed engagement metrics and prepared performance reports.
- Coordinated with design and marketing teams for campaign support.

PROJECTS

- Completed a mini-campaign project that increased engagement by 30%.
- Designed a promotional video for a college event using Canva & CapCut.

SKILLS

Social Media, Content Writing, Canva, Basic Video Editing, Copywriting, Communication, Teamwork, Trend Research

DECLARATION

I hereby declare that the above information is true.