Simran

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Creative and detail-oriented Digital Communication, Media, and Multimedia student with a passion for content creation, graphic design, photography, and digital marketing. Skilled in producing engaging multimedia projects, AI-assisted websites, and advertising campaigns. Committed to turning concepts into visually compelling content and innovative solutions.

Skills

Creative & Design: Graphic Design, Visual Storytelling, Multimedia Content Creation, Digital Photography, Concept Development

Digital Marketing & Social Media: Social Media Advertising, Content Strategy, Google Ads, Campaign Management

Web Development & Tools: AI-assisted Website Creation, Responsive Layout Design, Adobe Creative Suite, Figma, Canva

Professional & Soft Skills: Collaboration, Teamwork, Time Management, Punctuality, Problem-Solving, Client & Team Support

Experience

Multimedia & Design Projects | Indian Tech (2024-2025)

- Created graphics, presentations, multimedia campaigns, and AI-assisted websites individually and in teams.
- Applied Canva, Figma, and Adobe Express to deliver visually engaging content.
- Coordinated with teammates to ensure timely completion and consistent quality.

Photography Projects | University Photography Class | (2025-2026)

- Captured, edited, and curated photos for individual and collaborative projects.
- Contributed to concept development, shooting, and post-processing to produce visually compelling content.

Public Communication | University Public Speaking Class | (2024-2025)

- Guided classmates to speak confidently in public and delivered presentations to foster engagement.
- Developed strong communication, leadership, and confidence-building skills.

Projects

AI-Assisted Personal Website | 2026

- Built a personal website using AI tools and apps for design and layout.
- Created visually engaging content, graphics, and multimedia assets to showcase portfolio projects.
- Designed a responsive layout for desktop and mobile users.

Photography Portfolio Website | 2026

- Developed a web gallery to display photography projects from university coursework.
- Implemented user-friendly navigation and responsive design.
- Combined multimedia content with visual storytelling principles for engaging presentation.

Interactive Multimedia Campaign | 2025

- Collaborated on a team project to create a digital marketing campaign with graphics, videos, and web components.
- Applied Canva, Adobe Creative Suite, and AI-assisted tools to produce high-quality content.
- Ensured timely delivery and consistent visual standards across all media.

Digital Advertising Campaign – Apple Earpods | February 2025, India

- Planned and executed a local Google Ads campaign, managing the budget and targeting strategy.
- Analyzed campaign results: the majority of engagement came from female users and iPhone owners, who showed the highest purchase interest.
- Gained practical experience in digital marketing, ad targeting, and performance analysis.

School Admissions Campaign | India, 2024

- Designed and distributed flyers to promote private school admissions in local cities.
- Created visually appealing content to attract parents and encourage enrollment for their children.
- Coordinated placement and timing of the campaign to maximize visibility and engagement.
- Gained experience in graphic design, marketing strategy, and local campaign execution.

Certificates

Digital Marketing Certificate – Verified skills in digital advertising, campaign management, and analytics.

Adobe Creative Suite Certificate – Verified proficiency in Photoshop, Illustrator, and Premiere Pro.

Expected (Mar 2026)

Education

Indiana Institute of Technology —Digital communication media and multimedia   Expected (May 2028)
Fort Wayne, IN