

Riddhi

SOCIAL MEDIA · CONTENT CREATION · BRAND STORYTELLING

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Social media and content specialist who runs the full production pipeline for a **luxury lighting and sculpture brand** — concept, storyboard, shoot, edit, publish and performance review. Drove **58.4K views and 4K audience interactions** in a single 30-day cycle, with individual Reels independently clearing **5.8K+ views**. Combines a trained photographer's eye for composition and light with the discipline to read Instagram Insights weekly and rebuild the calendar around what is actually converting. Fluent across CapCut, Canva, Figma and AI-assisted production tooling.

58.4K Views generated in a single 30-day cycle	4K Audience interactions in the same period	5.8K+ Peak views on a single Reel	End-to-end Concept → shoot → edit → publish → analyse
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PROFESSIONAL EXPERIENCE

Social Media & Content Creator

MAR – MAY 2026

Rosvieur — Luxury Lighting & Sculpture · Internship

- **Owned the brand's Instagram content engine end to end** — ideation, storyboarding, shooting, on-camera appearance, editing, publishing and post-performance review — for a premium lighting and sculpture label.
- Drove **58.4K views and 4K interactions** across the 13 April – 12 May reporting cycle, with multiple Reels independently clearing **4K–5.8K+ views**.
- Built and ran the brand's **content calendar**, converting campaign themes into storyboarded, shoot-ready briefs in Canva before each production day.
- Directed **creative research and visual direction** — sourcing references and setting the aesthetic standard so every asset held the brand's luxury positioning.
- Read **Instagram Insights** against each post to identify winning formats, then reallocated the calendar toward the content types actually earning reach.
- Cut short-form video in **CapCut** with colour grading, and produced supporting visual assets in **Canva and Figma**.
- Integrated **AI-assisted tooling** into the production workflow to accelerate asset creation and shorten iteration cycles.
- Produced **video content commissioned for the company website**, extending social assets into owned-channel marketing.

CORE SKILLS

STRATEGY	Instagram Management · Content Strategy · Content Calendars · Short-Form Video · Instagram Insights · Social Analytics · Performance Reporting
PRODUCTION	CapCut · Canva · Figma · Storyboarding · Colour Grading · Photography · Camera Handling · Visual Composition · AI-Assisted Content Creation
ANALYTICS	Microsoft Excel · Google Sheets · Content Performance Analysis · Creative & Competitive Research

EDUCATION

B.Sc. Life Sciences — Distinction

Deshbandhu College, University of Delhi · 2023–2026

Graduated with **Distinction**. A research-trained background that translates directly into structured testing and data-led reading of content performance.

CREATIVE BACKGROUND

Photography Society — “Sharpshooter”

Deshbandhu College, University of Delhi

Trained in **camera handling, composition and lighting** across college shoots and visual storytelling projects — the technical foundation behind the brand content produced professionally.

LANGUAGES

English · Hindi