

Mahak Sharma

GRAPHIC DESIGNER & VIDEO EDITOR

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Portfolio Link:
<https://www.behance.net/mahaksharma>

EXPERIENCE

Dr. B. Lal Clinical Laboratory, Jaipur — *Manager*

May 2022 - PRESENT

- Designed social media posts, ad campaigns, and offline branding materials aligned with the brand identity.
- Created engaging video content for promotional, educational, and awareness purposes.
- Managed end-to-end content planning and execution for social media channels, including monthly calendars, caption writing, and performance analysis.
- Developed marketing creatives, emailers, center branding, and health camp designs to support outreach initiatives.
- Collaborated with internal teams and vendors to ensure consistent messaging across digital and offline platforms.
- Monitored industry trends and competitor activity to refine content strategies and boost audience engagement.

Automech Engineers, Jaipur — *Executive*

November 2021 - April 2022

- Designed product brochures, marketing materials, and offline branding.
- Enhanced brand aesthetics through visual storytelling.

Cross Media, Work from Home — *Internship*

Jan 2021 - Feb 2021

Experience in Social Media Post Designing

Sarkari School, Work from Home — *Internship*

September 2020 - November 2020

Experience in Newsletter Designing

Buzz & Buzzers, Work from Home — *Internship*

July 2020 - August 2020

Prepared social media proposals for clients, explored various graphic design software, and managed engagement on social media platforms.

EDUCATION

Manipal University, Jaipur — *B.A in Journalism & Mass Communication*

August 2018 - July 2021

GPA 8.16

Jaipuria Vidyalaya, Jaipur — *12th Class*

April 2017 - June 2018

GPA- 5.46

PROFILE SUMMARY

Creative and detail-oriented Graphic Designer & Video Editor with 3 years of experience in digital content creation, branding, and social media marketing. Proven ability to design engaging visuals for various industries, including healthcare, engineering, and education. Passionate about crafting compelling visuals that enhance brand identity and engagement. Looking for opportunities to contribute to innovative projects in a dynamic environment.

SKILLS

Adobe After Effects

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Adobe Audition

Adobe Indesign

Corel Draw

Figma

CERTIFICATION

UI / UX Design Specialization, Coursera

Meta Meta Social Media Marketing Professional Certificate, Coursera

INTERESTS

Painting

Dance

Listening Music