

Tanya Ghosh *Graphic Designer*

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I'm a creative and marketing professional passionate about transforming brands through impactful visuals & data-driven strategies. I've collaborated with diverse food & beverage brands, e-commerce stores, & coaching institutes, crafting creative designs that resonate with audiences. My efforts have driven a 500% increase in website traffic through Meta ads & generated over \$1.2M in sales & 3,100+ qualified leads within a year.

PROJECTS

Tech Savvy

Started a tech blogging website

- Increased daily visits from 0 to 5000+ using link-building outreach methods
- Tech blogging for smartphones, laptops and other accessories

Techverse

- Designed a 32-page Tech Magazine as a part of a college assignment

CERTIFICATES

Advanced Digital Marketing Program - AADME - 2022

SKILLS

Adobe Photoshop, Illustrator, Premiere Pro, InDesign, XD and Figma

Written and Verbal Communication Skills

Typography & Color Theory

Branding & Identity

ChatGPT, MidJourney, DALL-E

Photo Manipulation & Retouching

Creativity & Conceptual Thinking

Detail oriented

Layout and Composition

EDUCATION

Bachelor of Arts in Journalism and Mass Communication,
Guru Gobind Singh Indraprastha University, Delhi
2017 – 2020 | Delhi, India

Grade 12, Evergreen Public School
2016 – 2017 | Delhi

LANGUAGES

English | Hindi | German | Bengali

WORK EXPERIENCE

Graphic Designer, The Digital Nuts

February 2023 – present | Toronto, Canada

- Designed creative posts, motion graphics & printables for Food and Beverages and Real Estate brands like Farzi Canada, Befikre, Andaaaz, Cagney's, Juicy Birds, Noble Horizon and 25 more
- Strategised content for brands to promote their offerings and increase footfall
- Elevated the visual branding for these diverse ranges of clients

Freelance Graphic Designer, MaiTai Global

March 2022 – February 2023 | Delhi, India

- Ideated and created compelling visuals for Jewellery, Clothing, Restaurant, and Education brands like Netra Jewels, Gaiia Fashion, Bhola, Street Darzi, Sadda Vehda, and Aarsh
- Delivered custom creatives including social media posts, motion graphics, printables, and promotional designs tailored to each industry's brand identity
- Maintained brand consistency and enhanced visual identity across campaigns

Digital Marketing Intern, Digital 365

June 2021 – August 2021 | Bengaluru, India

- Assisted with SEO tasks like keyword research, on-page optimization, and link building
- Created blog and social media posts; supported marketing content development
- Planned, executed, and monitored digital marketing campaigns across channels

Graphic Designer, Unacademy

December 2021 – February 2022 | Bengaluru, India

- Creatively modified Academic Content and Curriculum of the K12 category
- Designed Parents' Handbook and social media posts
- Coached my team InDesign, Figma and Canva

Public Relations Intern,

Kommune Brand Communications

June 2019 – July 2019 | Noida, India

- Did intensive research for the brands and their competitors
- Drafted organisational publications like stakeholders' reports, press releases and transcribed interviews
- Designed launch invitations for brands

Journalism Intern, The Statesman

July 2018 – August 2018 | Noida, India

- Published an article in the daily newspaper under the 'Employee's Diary' section
- Edited press releases and headlines
- Contributed ideas for foldable smartphone concepts