Tanish Poddar

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Summary

Creative and detail-oriented Graphic Designer with 4+ years of experience delivering innovative designs across print and digital media. Expertise in Canva, AI tools, branding, and SEO with a proven record of increasing brand visibility by up to 20%. Adept at leading cross-functional teams and executing projects on time and within budget.

Experience

Graphic Designer — Department of Computing Technologies, SRMIST-KTR
October 2023 – Present — *Kattankulathur, Tamil Nadu*

- Established the quarterly newsletter *Smart Sprinklers*, increasing readership by 25% through improved layouts and visuals.
- Created 1 comprehensive brochure for NAAC accreditation, reducing documentation time by 30% and achieving A+ grade in visual presentation.
- Redesigned the departmental magazine *Nebula*, increasing readership by 45% and achieving 90% positive feedback from 200+ faculty and students.

Social Media Intern — Mentorsity
February 2024 – April 2024 — *Remote*

- Designed ad campaigns that reached over 5,000 users, enhancing brand awareness by 15%.
- Initiated SEO strategies for the company website, achieving a 40% increase in organic traffic.
- Developed a unique logo for Master Skills Lab, increasing brand recognition by 35% and receiving 95% positive feedback from stakeholders.

Social Media Manager — Thread's Miracles
September 2020 – Present — *Delhi (Remote)*

- Managed digital campaigns, increasing online sales by 30% through targeted advertisements.
- Generated creative festival posters, resulting in a 10% growth in seasonal sales.
- Led Facebook ad campaigns that achieved a 5% engagement rate improvement.

Member of Creatives — Directorate of Alumni Affairs, SRMIST
February 2024 – Present — *Kattankulathur, Tamil Nadu*

- Designed impactful posters for alumni events, contributing to a 20% rise in participation.

Education

B.Tech in Computer Science Engineering — SRM Institute of Science & Technology
August 2023 – Present — *Kattankulathur, Tamil Nadu*

- Relevant coursework: Software Engineering, Data Structures, Web Development.

High School Diploma — Mother's Global School
April 2011 – May 2023 — *Preet Vihar, Delhi*

- Specialized in PCM+CS stream; scored 95% in CBSE board exams.

Skills

- Graphic Design: Canva, Adobe Photoshop, AI Tools, Branding, Social Media Strategy.
- Web Optimization: SEO, Content Marketing.
- Soft Skills: Leadership, Collaboration, Communication, Attention to Detail.

Languages

- English: Fluent, Hindi: Native

GRAPHIC DESIGNER

PORTFOLIO

Tanish Poddar

1) MENTORSITY

Social Media Intern
02/24 - 04/24

COMPANY BROCHURE

INSTAGRAM POSTS

ADVERTISEMENT /HOARDINGS

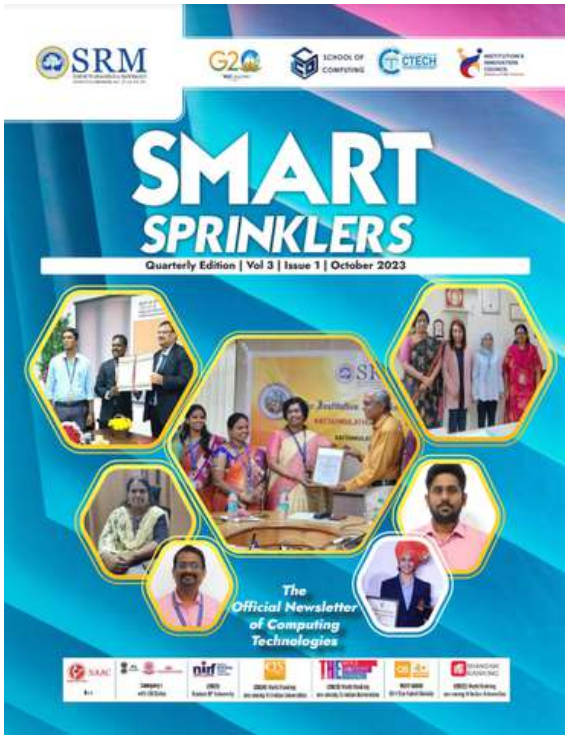
PAMPHLETS

COMPANY LOGO

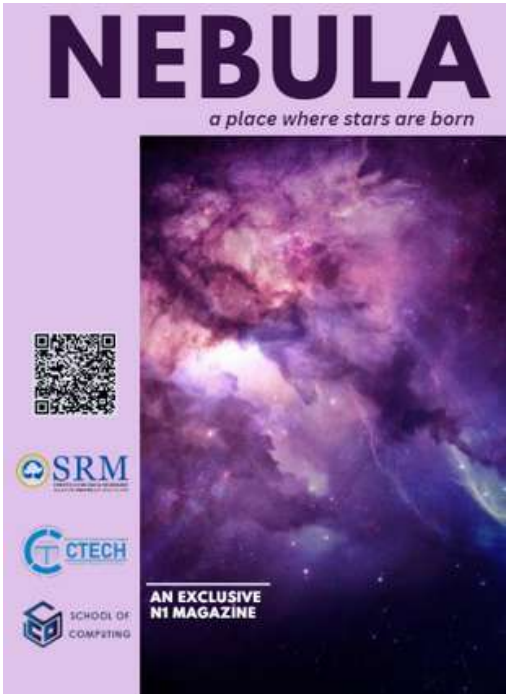
2) C.TECH DEPT

Graphic Designer
10/23 - PRESENT

UNI - NAAC VISIT



DEPT. NEWSLETTER (OCT)



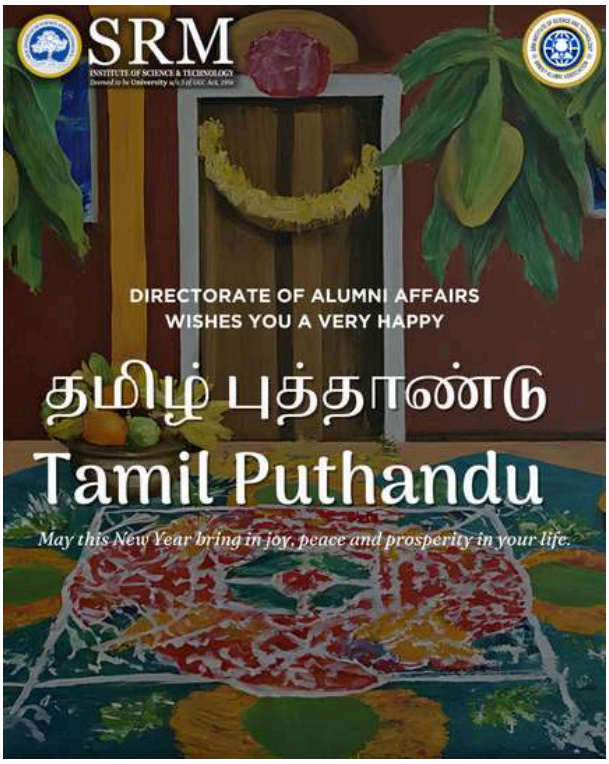
N1 SECTION MAGAZINE

DEPT. NEWSLETTER (JAN)

3) DAA @SRM

Creatives
02/24 - PRESENT

TIRUNELVELI
MEETUP POSTER



TAMIL PUTHANDU
WISHES POSTER

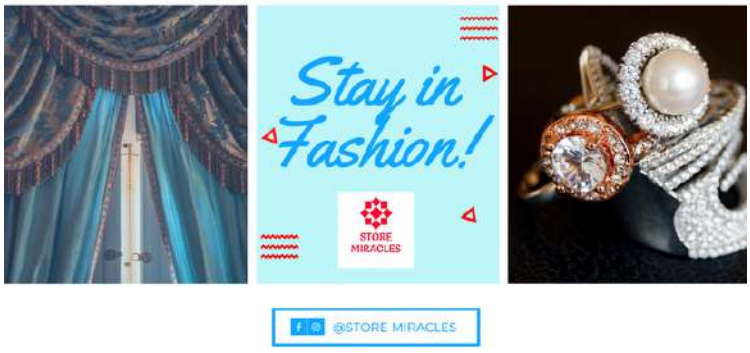
PARIS MEETUP POSTER

4) THREAD'S MIRACLE

Graphic Designer & Social Media Manager

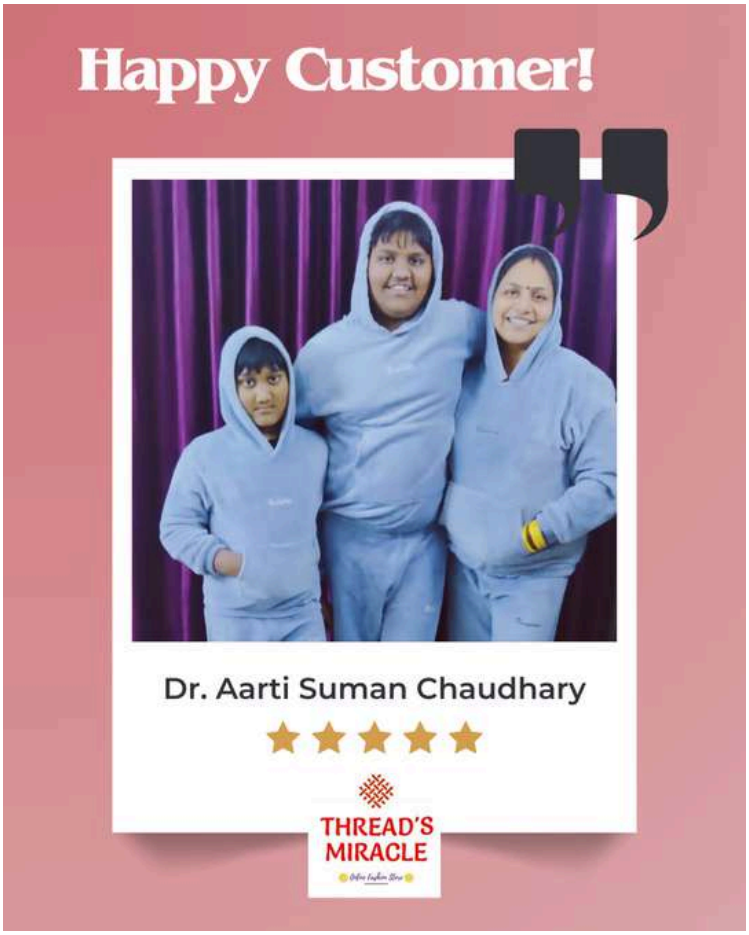
09/20 - PRESENT

VISIT THE FACEBOOK PAGE TO SEE MORE!

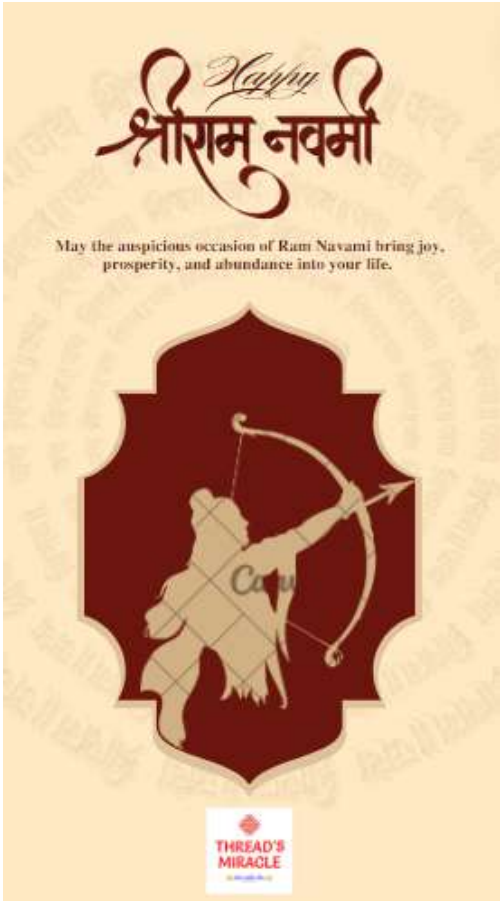


FACEBOOK PAGE COVER

FESTIVAL POST DESIGN



CUSTOMER FEEDBACK POST @SOCIAL MEDIA



FESTIVAL STORY DESIGN