

URJA LAD

PROFESSIONAL SUMMARY

Graphic Designer & Content Creator with 6 years of experience developing digital content, managing social media, and supporting brand growth.

WORK HISTORY

SOCIAL MEDIA MANAGER & GRAPHIC DESIGNER

SK ORCHID | 2024 - 2026

TIKTOK: @SKORCHIDBRAMPTON | INSTAGRAM: @SKORCHID_

- Generated an average of 100K+ views per video through Instagram and Tiktok content
- Managed the full content process, including filming, editing, and posting
- Edited short-form video content using CapCut
- Analyzed performance and engagement metrics to optimize content

CONTENT CREATOR

FLAWLESS CLAWS NAIL STUDIO | 2020 - PRESENT

TIKTOK: @FLAWLESS.CLAWS_ | INSTAGRAM: @FLAWLESSCLAWS__

- Created and managed a business TikTok account, achieving 900K+ views, 5K followers and 152.3K+ likes within four months
- Consistently ranked among the top-performing creators within my follower category over four months of content creation

SOCIAL MEDIA PERFORMANCE:

- 2M+ Views
- 300K+ Likes
- 10K+ Followers

CONTACT INFO

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-  www.urjalad.com

EDUCATION

HUMBER COLLEGE

DIPLOMA | 2023-2025

- Graphic Design & Advertising

TECHNICAL SKILLS

- Adobe Creative Suite
- Canva
- Capcut Pro
- Social Media Management
- Content Creation & Strategy
- Typography
- Branding Design
- Layout Design
- Digital Media Production

SOFT SKILLS

- Collaboration
- Communication
- Organization & Planning