

Shruti Poojary

Brand strategist — Brand storytelling, campaign concepts, and platform-native content.

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SUMMARY

Brand and content marketer with an MSc in Design Management and hands-on experience planning, executing and measuring social media campaigns across Instagram and Facebook. Grew the last brand I owned by 60% in revenue and 35% in engagement through audience segmentation, A/B-tested copy and platform-native storytelling. Comfortable juggling simultaneous campaigns in fast-paced environments, building content calendars, and producing short-form video, photography, copy and graphics in Canva and Adobe InDesign — all aligned to brand tone, voice and visual identity.

SKILLS

Social Media Strategy (Instagram, Facebook, LinkedIn) · Content Calendar Planning · Campaign Execution · Storytelling & Campaign Concepts · Copywriting · Brand Tone, Voice & Visual Identity · Trend & Audience Research · Short-Form Video · Photography · A/B Testing & Analytics · Meta Business Suite · Engagement & Reach Reporting · Adobe InDesign · Canva · Cross-Functional Collaboration · Multitasking in Fast-Paced Environments

PROFESSIONAL EXPERIENCE

Brand & Digital Campaigns Intern | St. James Research Center, Falkirk

Mar 2026 – Present

- Plan and execute the social media content calendar across Instagram and Facebook, turning brand strategy into platform-native posts, short-form video and graphics.
- Built a brand content guide standardising tone of voice, visual identity and platform strategy across every campaign and channel.
- Delivered creative end-to-end for two simultaneous fundraising campaigns concept, copy, visuals and rollout in a fast-paced campaign environment.
- Produce written copy, photography, short-form video and branded graphics in Adobe InDesign and Canva, aligned to brand tone and visual identity.

Marketing & Social Media Lead | Zaika Tandoori, Edinburgh

Oct 2024 – Feb 2026

- Owned the full social output across Instagram and Facebook grew revenue 60% and engagement 35% through audience segmentation, A/B-tested copy and platform-specific storytelling.
- Led a full visual rebrand: rewrote campaign copy and redesigned assets to build a consistent brand presence and recognisable visual identity across every touchpoint.
- Launched a sustainability-led product-recovery campaign via Too Good to Go, repositioning surplus stock through pricing and storytelling.
- Balanced content planning with daily execution while leading a team of 8 in a fast-paced, multitasking environment.

Teaching Assistant — Sustainability & Circular Economy | Heriot-Watt University

Feb 2025 – Apr 2025

- Pitched the Bring Your Own Cup (BYOC) campaign to university management targeting 60% single-use cup reduction; shortlisted for future research.
- Translated complex sustainability frameworks into accessible, story-led content for 20 students per session, boosting assessment pass rates by 25%.
- Co-led a 3-person team designing 3 SDG-aligned circular-economy concepts certified by the university.

Junior Interior Designer | Studio Jane Designs, India

May 2023 – May 2024

- Contributed to a residential project featured in Architectural Digest and Good Homes (2024), built on heritage-led design storytelling.
- Coordinated 3 vendor teams across project timelines, maintaining brand consistency and stakeholder communication.

EDUCATION

MSc Design Management (Merit) | Heriot-Watt University, Scotland

2024 – 2025

Dissertation: Strategic Design's Influence on Brand Perception — Consumer Trust and Loyalty in UK Retail. Modules: Strategic Design, Design Thinking, Change Management, Sustainable Design Management.

BA Environment & Space Design | GLS University, India

2020 – 2024

Graduation Project: Biophilic Design — studio-sponsored sustainable home, Lonavala.

ADDITIONAL

Certifications: [Sustainable Design & Management](#) · [Botanical Waste Management — SDG Framework \(Heriot-Watt University\)](#) · Graphic Design · Installation Design. Languages: English, Hindi.