




VAISHNAVI PANDEY


"Certified Professional Photographer & Cinematographer"

Pursuing MSc in Digital Marketing & Analytics

About Me

A creatively driven professional with 3+ years of experience in photography and cinematography, now actively pivoting into the digital marketing space (roles focused on digital marketing, social media strategy, and brand management). My background in content creation and campaign coordination equips me with a strong foundation to learn and to contribute to creative, data-informed marketing initiatives that resonate with audiences and drive growth.

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 Al Barsha 3, Dubai

Professional Skills

- **Well Versed with Social Media:-**

Facebook, Instagram, Tiktok, YouTube, Snapchat.

- **Digital Marketing & SEO Tools, Metrics & Algorithm:-**

SemRush, Similar Web, Rival IQ, Meta Ads, Google Trends, Google Ads, Youtube Analytics, ChatGPT, Google Gemini, & Gen AI.

- Proficient in Microsoft Office Suit,, Google Suite, CANVA, Adobe Lightroom, VN Editor / Capcut.

Language

English & Hindi

Work Experience

June
2023 –
April
2024

Socialeer (Digital Marketing Agency), INDIA **Art/Creative Director**

- Developed and executed visual strategies for digital marketing campaigns, focusing on engaging video content.
- Directed reels, podcasts, and product shoots aligned with brand identity.
- Collaborated with copywriters, managers, designers, video editors, and external creators for cohesive output.
- Provided artistic direction with a strong storytelling approach.
- Delivered high-impact content that boosted audience engagement and brand visibility.

Freelancing Projects

July
2023

Namaskar Lifestyle, INDIA **Art Direction**

- Collaborated with photographer & cinematographer [Ritwik Mohapatra] to plan and execute a seamless, high-quality product photoshoot.

August
2022–
September
2022

Documentary Project: **"Journey of Lourdes Mary Junior High School"**

- As the filmmaker of Journey of Lourdes Mary Junior High School, I documented the school's inception, founder Chandra Mary D'Souza's vision, its journey to CBSE recognition, and its role in inspiring the establishment of other schools in the region

Personal Skills

- Critical Thinking
- Attention to detail
- Time Management
- Client focused
- Quick Learner
- Adaptability



Education

Qualifications	Institution	Aggregates
MSc in Digital Marketing & Analytics	Middlesex University, Dubai, UAE	2024-25 (Present)
BA (Hons) in Photography & Cinematography	Bharati Vidyapeeth school of photography, Pune, Maharashtra, India	2022 (9 CGPA)

Other Projects

- **A Shoot Conducted by Jehangir Chaudhary (ISC) (WORKSHOP), – In the Art Direction Department**

11th MAY 2022 – 15th MAY 2022 || BVSP UNIVERSITY PUNE, MAHARASHTRA, INDIA ||

- **A Music Video Project (Exercise) – In the Lighting Department**

12th APRIL 2022– APRIL 2022 || BVSP UNIVERSITY PUNE, MAHARASHTRA, INDIA ||

- **A (Dialogue Exercise) Project By Gayatri Chatterjee, Pune – Shoot Manager and Assistant Director Of Photography**

22nd DECEMBER 2021– 22nd DECEMBER 2021 || BVSP UNIVERSITY PUNE, MAHARASHTRA, INDIA ||



Certifications- SEMRUSH

- Digital Marketing: Getting Started with Semrush Course (Hands-on experience)
- SEO Course
- Social Media Marketing
- Content Marketing Course
- Marketing Analytics Course
- Get a Job in Digital Marketing (with no experience)
- Marketing Trivia 2025



Workshops

- Jimmy Jib
- Crane
- Car Rig, Bike Rig
- Photo Editing (Intermediate Level)
- VFX
- Color Grading @ DI Studio
- Sound Equipments
- ARRI || RED || SONY Cinema Cameras

*I hereby affirm that all information provided is true & accurate to the best of my knowledge.

*Links will be provided upon the request due to privacy considerations.