

Sucheta Gupta

New York, NY

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DIGITAL DESIGNER | CONTENT CREATOR

Creative and enthusiastic visual storyteller with hands-on experience delivering high-impact digital assets and social content for entertainment and pop culture brands.

SKILLS

Design & Editing: After Effects, Premiere, Photoshop, Illustrator, InDesign

Content Creation: Motion graphics, social videos, short-form edits, photography, filming, audio production

Other: Creative and strategic thinking, collaboration, attention to detail, interpersonal skills, trend research

WORK EXPERIENCE

Content Creator Intern, Wasserman, Laundry Service, New York, NY 06/2025 - Present

- Design and edit motion/static digital assets for national brand clients (including Intuit), tailored for TikTok, Instagram, and YouTube Shorts to maximize consumer engagement and support brand marketing
- Collaborate with creative, strategy, and production teams to meet fast deadlines, leveraging interpersonal skills

Graphic & Digital Designer, Immidi Infotech, Frederick, MD 05/2023 - Present

- Designed and produced core digital assets, including website, brochure, pitch deck, and branded materials
- Led visual design for web and mobile app projects; communicated effectively with developers on UI/UX
- Supported business strategy teams with visually engaging presentations and brand collateral

Social Media Manager, New Surge Productions, VCU, Richmond, VA 08/2023 - 12/2024

- Directed media design and digital assets for Instagram, Facebook, and YouTube, supporting brand marketing and consumer engagement and assisted with filming, photography, and audio production on set
- Increased Instagram engagement by 60.9% and drove 17.9K+ views through managing branding for a 52+ member organization, demonstrating strategic thinking and strong interpersonal skills

Content Creator, VCU Crew, Richmond, VA 08/2021 - 05/2023

- Improved engagement by 50% through trend-focused YouTube and TikTok content creation

Freelance Web Designer/Developer, Client: Torcc Wellness 03/2025 - Present

- Crafting custom websites with a focus on clean UX, brand identity, and responsive design

BRAND PROJECTS & COMPETITIONS

L'Oréal Brandstorm 2025 Competition - Competitor 01/2025 - 03/2025

- Conducting market research and developing branding solutions for a global audience

LEADERSHIP & STUDENT ORGANIZATIONS

Music Director, Arabhi A Capella, VCU, Richmond, VA 08/2022 - Present

- Composing and directing vocal arrangements and performances for a 10+ member a cappella group, improving musical quality and teamwork

Rise Leadership Program Member, Klynveld Peat Marwick Goerdele (KPMG), Orlando, FL July 2022

- Developed expertise in branding, content strategy, and project management and analysis

EDUCATION

Virginia Commonwealth University, Richmond, VA

12/2025

Bachelor of Science in Mass Communications – Media Production and Strategic Advertising