

Isha Deo

United States | deoisha278@gmail.com | [Portfolio](#) | [Pitch](#) | [LinkedIn](#)

CORE SKILLS & TOOLS

Strategy: Social & GTM Strategy, Full-Funnel Campaign Planning & Messaging Strategy, Brand & Campaign Strategy, Content Partnerships & Influencer Marketing, Trends Analysis & Cultural Insights, Creative Strategy & Pitch, SEO Content & Copywriting
Analytics: Google Analytics, Talkwalker, Sprout Social, Media Monitoring & Social Listening, Sentiment Analysis & Share of Voice, Audience Insights & Performance Analysis, Campaign Reporting, Meta Ads, AI Content Optimization, GEO
Tools: Adobe Creative Suite, Hootsuite, Muckrack, Canva, Meta Business Suite, AI (Claude, ChatGPT, CoPilot) Trello, CapCut

EDUCATION

Master of Communication & Media, Communication & Media Studies

Rutgers University, The State University of New Jersey, 3.7 GPA

May 2026

New Brunswick, NJ

Bachelor of Arts in English Literature

Pune University, 4.0 GPA

April 2024

India

EXPERIENCE

Digital Media Strategist, Rutgers University | New Brunswick, NJ

Nov 2024 – May 2026

- Built comprehensive social media brand guidelines, conducted brand audits covering visual identity, tone of voice, and platform strategy for 2 merging Rutgers medical institutes, adopted across Rutgers Health as the foundational framework for the merged entity's social presence
- Designed a Talkwalker-based social listening framework across 8 platforms, adopted at institutional level to track sentiment, share of voice, and audience perception, that improved senior leadership's visibility into Rutgers' social impact and informed institutional communication strategy
- Developed integrated paid, earned and owned social listening report dashboards, translating performance data into crisis preparedness and reputation management recommendations, managing 7 campus ambassadors and external vendors for content creation and video production

Strategic Outreach & Marketing Coordinator, Rutgers Careers | New Brunswick, NJ

Jul 2025 – Oct 2025

- Managed social media strategy, campaign planning, and on-ground event coordination for Rutgers Careers while mentoring 2 student interns
- Designed social-first content strategy which grew Rutgers Careers' Instagram from 8,900 to 10,000+ followers, achieving 146% higher reach and 446% growth in views; executed campaign and event strategy for LinkedIn, Instagram and Facebook for a career fair serving 6,000+ attendees

Senior Copywriter & Creative Strategist, Mancunianz | India

Dec 2023 – Jul 2024

- Led GTM social strategy and campaign messaging for Tata Motors India and Cinopolis UAE product launches, with campaigns recognised with the e4m Indian Marketing Award and Brand Equity Shark Award
- Acted as primary client-facing creative strategist for Indian and MENA markets; led SBI Securities seasonal campaign recognised with the BFSI Award, presenting strategy decks, performance insights, and execution plans directly to senior brand stakeholders

Creative Strategist & Copywriter, DigiChefs | India

Apr 2022 – Nov 2023

- Led integrated brand campaigns and GTM creative strategy for B2B, B2C, and D2C clients across FMCG, healthcare, finance, and SaaS sectors; developed Google Performance Max creative strategy aligning asset groups with audience signals and KPIs, delivering 4.5x ROAS and 25% MoM revenue growth for Sigvaris Novomed, 95.2% lead gen increase for Western Equipments, 30M+ impressions and e4m Maverick Awards nomination for Ram Bandhu, and 2.7M+ impressions reaching 1.9M unique accounts for Sukin Naturals
- Built AI-integrated creative workflows adopted organisation-wide to train new hires and streamline project management, reducing average creative brief turnaround from 3 days to 2 days (33% improvement) across standard briefs, reworks, and ad-hoc requests; developed and managed OOH ad campaigns, event management strategy and influencer marketing initiatives across client accounts

ADDITIONAL EXPERIENCE

Founder, Ikshana Media House | India

Aug 2022 – Aug 2024

- Directed a 12-member creative team managing 6 brand accounts across lifestyle, healthcare, and F&B sectors; briefed external agencies and production partners on integrated campaigns, overseeing creative direction, timelines, and ROAS optimisation
- Led paid and organic social strategy for healthcare client driving a 40% increase in footfall, retained for 2 consecutive years; spearheaded full content and event management strategy for F&B brand Topchi, completing brand launch within 1 month of brief

Content Writer, Innoserv Digital | India

Apr 2021 – Mar 2022

- Social media copy, SEO blog content, website copy, and video scripts for F&B, healthcare, hospitality, and automotive industries

Freelance Content Writer, MyDigital.io | India

Jun 2020 – Mar 2021

- Research-driven content, ad copy, and long-form articles for healthcare, lifestyle, legal, and technology sectors including US-based clients