

PRITHA ROY

Digital Marketer | Graphic Designer

CONTACT



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Address

Ghaziabad, India

EDUCATION

- **AI Digital Marketing – VIDM**
Dec 2025 – Feb 2026
- **UI/UX Course – Syntax World**
Nov 2022 – Mar 2023
- **Diploma in Graphic Design – MAAC**
2020 – 2021
- **BA in Mass Communication – Sadhna Media** | 2017 – 2020
- **Diploma in Digital Media Pro – Arena**
2015

ABOUT ME

Dedicated Digital Marketer with a strong foundation in graphic design and 2.5 years of professional experience creating branding, social media, and marketing visuals. Skilled in AI-assisted content creation and digital marketing tools, passionate about designing engaging campaigns that strengthen brand identity and drive business results.

KEY SKILLS

Digital Marketing, Content Marketing, Email Marketing, Social Media Marketing, SEO, Website Creation, Graphic Design, Social Media Creatives, AI-assisted Content Creation, Visual Communication

TOOLS:

Photoshop, Illustrator, CorelDRAW, Canva, ChatGPT, Gemini, MidJourney, Copy.ai, Meta Business Suite, Google Ads, Google Analytics, Mailchimp, Publer, SEMrush

WORK EXPERIENCE

Oct 2023 - March 2024

Aspicito Global Ventures LLP

Visualizer

- Designed book cover concepts and final artworks.
- Assisted with web UI layouts
- Created banners and graphics for digital use.

Mar 2022- Mar 2023

Hexacode Technologies

UI/UX and Graphic Designer

- Created social media graphics, thumbnails.
- Handled image editing, layout planning.
- Supported in basic UI design when needed and also worked on layouts for web/app sections.

July 2021- Feb 2022

Emoha Eldercare

Graphic Designer Intern

- Created social media posts and digital creatives focused on elder wellness and engagement.
- Supported the design team with layouts and daily graphic needs.
- Gained experience in designing clear content for an older audience.

Jan 2021 - May 2021

Self-Employed

Graphic Designer

- Designed print materials such as brochures, banners, social media posts.
- Managed deadlines to deliver finalized materials on time