



GORIKA TYAGI

CREATIVE CONTENT STRATEGIST

CONTACT

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Delhi

EDUCATION

Sept 2020 - Feb 2023

IPU UNIVERSITY

- B.A. in Journalism and Mass Communication

SKILLS

- Project Management
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Canva
- Product Styling

LANGUAGES

- English (Fluent)
- Hindi (Native)
- Korean (Basic)

PROFILE

Creative Content Strategist with a strong track record in developing content strategies and leading creative direction for shoots across beauty, lifestyle, and sports brands. Experienced in managing social media platforms, styling products, and bringing brand campaigns to life through compelling visual storytelling. I excel at turning brand ideas into engaging content that connects with audiences, combining strategic thinking with a keen eye for aesthetics and trends.

WORK EXPERIENCE

CLT10 Cricket league 2025

JULY 2025 - AUG 2025

Content Creator & Executive

- Developed creative content ideas and executed posting schedules across social media platforms.
- Enhanced audience engagement by delivering timely, sport-centric content.
- Managed both ideation and execution, ensuring consistent brand voice throughout the league's campaigns.

Lit Creative Studio

NOV 2024 - DEC 2024

Creative Director & Product Stylist

- Led end-to-end production for Earth Rhythm, managing pre-production planning, on-set production, and post-production delivery
- Directed and styled 3+ brand photoshoots, ensuring alignment with brand identity.
- Contributed to Topsy Beauty campaign as part of the creative team, styling products and supporting visual content direction
- Coordinated all production phases including concept development, shoot logistics, and final asset delivery

Chatterbox Communication

AUG 2023 - AUG 2024

Social Media Executive

- Managed social media accounts and content for various clients, increasing engagement by creating visually appealing posts and interactive stories.
- Developed and executed social media strategies to grow followers and improve brand visibility.
- Utilized graphic tools like Canva to design high-quality content for social media.

Content Creator

- Collaborated with 15+ beauty, skincare, and footwear brands including Lotus Makeup, McAffine, Hyphen, Defi, Personal Touch, Embryolisse, Sunday Skin, Glam21, Samosa Party, WOW Skin Science, Feetoes, Blue Heaven, Winston and Etude.
- Served as the face of brand campaigns featured on company social media pages and marketing materials.
- Participated in professional photo and video shoots for product launches, promotional content, and digital marketing campaigns

EXTRA-CURRICULAR

- Ms. Ullas: First place in the Ullas competition during college
- Volunteered for Community Service Projects, including education drives and social awareness campaigns.