



PROFILE

Creative and detail-oriented content professional with 4+ years of experience in social media strategy, content creation, podcast production and brand storytelling. I enjoy turning ideas into meaningful content, building engaging digital experiences and contributing to brand growth through creative strategy and execution.

KEY SKILLS:

Social Media Strategy
Content Planning & Creation
Creative Direction
Podcast Production
Video Scripting & Editing
Campaign Execution
Performance Analysis
Team & Project Management
Brand Collaboration

CONTACT ME

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SRISHTI TREHAN

Creative Strategist | Social Media & Content Lead | Podcast Producer

➤ EDUCATION

O.P. JINDAL GLOBAL UNIVERSITY

B.A. Media and Communication

➤ WORK EXPERIENCE

VANI KABIR MULTIVERSE (APRIL 2026 - PRESENT)

Social Media Manager

- Lead social media strategy and content planning across brand channels.
- Develop creative concepts, plan content calendars and oversee end-to-end content production.
- Collaborate with internal teams for campaigns, product launches and brand initiatives.
- Track performance and use insights to improve reach, engagement and conversions.
- Manage operations and coordination to ensure smooth execution of content and campaigns.

MAATE (JANUARY 2025 - SEPTEMBER 2025)

Creative Head

- Enhanced the brand's online presence through strategic and engaging content.
- Produced and managed the podcast show "Maatehood with Priyanka Raina."
- Created campaign ideas and led in-house content production across social media platforms.
- Worked closely with the founder to develop brand storytelling and digital strategy.

WYN STUDIO (AUGUST 2022 - NOVEMBER 2024)

Creative Head | Social Media Manager | Podcast Producer | Video Script Writer | Content Director | Content Writer

- Led content strategy and creative direction for multiple brand projects.
- Managed social media content, campaigns and community engagement.
- Produced podcasts and handled end-to-end production, from concept to release.
- Wrote video scripts and directed content across formats including reels and long-form videos.
- Built and managed content teams, ensuring timely and high-quality delivery.

TABLOID XO (SEPTEMBER 2021 - DECEMBER 2021 & AUGUST 2020 - FEBRUARY 2021)

Content Writer Intern

- Wrote articles and digital content for the lifestyle and entertainment vertical.
- Assisted in content ideation and research.

POPXO DAILY (JULY 2019)

Assistant Director Intern

- Assisted in video production and on-ground shoots.
- Acted in a short video as part of the content team.

HINDUSTAN TIMES MEDIA LIMITED (JUNE - JULY 2018)

News Desk and Field Reporting Intern

- Worked at the news desk and assisted with field reporting.
- Gained exposure to news writing, research and on-ground coverage.