

Guhapriya Maran

SOCIAL MEDIA MANAGER | CONTENT WRITER | COPYWRITER

India | UAE | Remote | UAE resident visa holder

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PROFILE

Content and social media professional who turns ideas into clear scripts, captions, reels, and day-to-day publishing. Comfortable handling community, campaign, coordination, and copy work from brief to post.

EXPERIENCE

Social Media Manager

Mar 2026 - Present

StarDa by LevelUp Learning

- Plan concepts, scripts, captions, posting, and community management for a casting and talent management agency.
- Write or proof-check most outgoing copy, create pitch decks, and review campaign analytics.
- Help organise audition drives and workshops while coordinating with designers, editors, casting associates, and interns.

Social Media Manager Intern

May 2024 - Jun 2024

Thazhai Silks

- Created video concepts, posters, social content, and on-ground coverage for a Kanchipuram silk saree brand.
- Handled community management and later developed the brand's catalogue layout and visual presentation as a college project.

Content Writing Intern

Dec 2022 - Mar 2023

RepuNEXT

- Wrote blogs, website copy, and catalogue content for clients across real estate, retail, manufacturing, and other industries.
- Adapted tone and depth from short-form copy to a 3,000-word blog and proofread most outgoing work.

Media Intern

Aug 2022 - Oct 2022

The Internet Generation

- Conceptualised, filmed, and edited reels, memes, promotional cuts, and thumbnails for social platforms.

Social Media Manager Intern

Oct 2021 - Apr 2022

Code Flakes Studio

- Created every @winyabycfs reel from concept and caption through publishing.

EDUCATION

MSc Visual Communication

2023 - 2025

Loyola College

BSc Visual Communication

2019 - 2022

SRM Institute of Science and Technology

SKILLS

/ Content strategy / Copywriting / Reels and short-form video / Social media management
/ Community management / Campaign content / Proofreading / Pitch decks and analytics

TOOLS

/ Canva / Figma / Audacity / Aegisub

LANGUAGES

/ English: Fluent / Tamil: Native