

Barira Sania

Bengaluru, Karnataka | barirasaniya262005@gmail.com | 7349231870 | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

BCA graduate and UGC creator specializing in content marketing and social media marketing for fashion, lifestyle, and F&B brands, managing end-to-end production from scripting and content calendars to filming, editing, and posting. Reels reaching 40K+ views, 50+ social posts created, Instagram pages managed end-to-end. Skilled in Canva, CapCut, and AI-powered content workflows. Comfortable on camera and coordinating shoots. Eager to bring creativity and technical skills to a social media or content marketing role.

SKILLS

Social Media: Instagram Management, Content Calendars, Hashtag Research, Audience Engagement, Trend Research, Community Management (Comments/DMs/Reviews).

Content Marketing: Content Copywriting, Blog Writing, Product Descriptions, Captions, Hook Writing, Carousel Design, Storytelling, Content Strategy.

Video Editing: Reels & Short-Form Video, Color Grading, Transitions, Subtitles & Captions, Background Removal, Motion Effects | CapCut, Canva Video.

Design: Poster Design, Digital Flyers, Social Media Graphics.

Marketing: Social Media Strategy, Instagram Reels Strategy, Event Promotion, UGC Content, AI Content Workflows.

AI & Tools: ChatGPT, Claude AI, Gemini AI, Prompt Engineering, AI Workflow Automation, n8n, OpenCode AI Agent.

On Camera: Presenter/Host for reels and brand content when required.

Soft Skills: Communication, Time Management, Team Collaboration, Client Handling, Fast Learner, Deadline-Driven.

LEADERSHIP EXPERIENCE AND VOLUNTEER WORK

Brand Marketing Collaborator | Content Lead (Under25)

Mar 2026

- Led on-ground brand activation at Under25 Summit, selling 50+ coupons worth ₹1,000 each.
- Handled content production, creator engagement, and video editing, with one video on official Under25 Instagram.

PR Media Team | College Student Council (BCWCC)

Aug 2025 – Apr 2026

- Served as PR photo/videographer on Student Council team, capturing live event media and posting same-day coverage.

Video Editor | Fashion Team (BCWCC)

Aug 2025 – Feb 2026

- Scripted, shot, and edited Instagram Reels with clips hitting 20K, 30K, and 40K+ views.
- Managed the team's editing and posting schedule for event content.
- Won First Prize in Video Editing at inter-college competition.

Joint PR Director (Rotaract Club of BCWCC)

Jun 2024 – May 2025

- Directed PR strategies, designed promotional posters, and managed Instagram page and content end-to-end.
- Planned and ran the content calendar; produced and published event reels from community drives and outings.

PROJECTS

Founder — BeFirst SEO (AI SaaS)

Gemini AI, HTML/CSS/JavaScript, Online Payments

- Founded and launched BeFirst SEO, a live AI-powered website audit SaaS scoring SEO, AEO, and GEO with fix recommendations.

Instagram Carousel Generator (AI-Assisted)

Python, Gemini AI, HTML/CSS/JavaScript

- Built an AI generator that turns a topic prompt into multi-slide Instagram posts, exportable as images.

Data Entry Automation Workflow (AI-Assisted)

n8n, Gemini AI, Python, HTML/CSS/JavaScript

- Created automated pipeline processing 38K+ rows in under 10 seconds with 99%+ accuracy.
- Processes CSV, Excel, images, PDFs, and audio with AI-powered cleaning and validation.

Market Basket Analysis

Python, Pandas, Apriori Algorithm, Data Visualization

- Analyzed 38K+ grocery records to identify purchasing patterns and product associations.
- Applied Apriori algorithm to discover frequent itemsets and cross-sell opportunities.

EDUCATION

Bachelor of Computer Applications (BCA) (BCWCC, Bengaluru)

2023 – 2026

CGPA: 8.69/10. Scroll of Honor & Academic Excellence Award.

Activities: Student Council, Rotaract Club, Media Team, Fashion Team.

CERTIFICATIONS

- Content Marketing for Social Media. LinkedIn (Sep 2026)
- Social Media Marketing II Certified. HubSpot Academy
- Social Media Certified. HubSpot Academy
- Digital Marketing Certified. HubSpot Academy
- Fundamentals of Digital Marketing. Google (Aug 2026)
- Editing Mastery for Short-Form Content Using CapCut. LinkedIn (Aug 2025)
- Learning DaVinci Resolve 16. LinkedIn (Aug 2025)

LANGUAGES

English, Hindi.