

SELVA LAVANYA D

SOCIAL MEDIA DESIGNER & AI CONTENT CREATOR

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PROFESSIONAL SUMMARY

Performance-focused Social Media Designer & AI Content Creator focused on building scroll-stopping posts and ads that drive engagement. Strong in Canva design, hook-based copywriting, and AI-assisted content creation. Create posts, reels covers, and ad creatives paired with simple, persuasive captions to improve reach, clicks, and brand visibility.

CORE SKILLS

Canva Design

- Social media posts, Logo design, Reels covers & thumbnails, Ad creatives (product/lifestyle)

Content Writing

- Scroll-stopping Hooks, Captions & AIDA / PAS frameworks

Social Media Basics

- Engagement tactics (comments, saves, shares), Trend-based content & reels, Content planning & consistency

AI Tools

- High-converting AI ad creatives (images), Content ideas & prompts, Fast iteration for creatives

EXPERIENCE

Freelance Graphic Designer & AI Ads Designer

Self-Employed | 2025 – Present

- Designed 20+ social media posts, reels covers, and ad creatives using Canva and AI tools to improve visual appeal and consistency
- Wrote hook-based captions and simple ad copy to increase engagement (likes, comments, saves)
- Created AI-powered product ad creatives for eCommerce-style campaigns
- Applied basic SEO in captions/keywords to improve discoverability

PROJECTS

- **Social Media Contents** – Designed logo concepts, posters and Instagram posts for brand growth
- **Designed engaging thumbnails and ad creatives** using Canva
- **AI Ad Creatives Project** – Generated product ads using AI tools to simulate real-world marketing campaigns
- **E-Commerce Website Projects (No-Code)** – Created simple e-commerce prototypes with clear product layouts and user-friendly structure

EDUCATION

Bachelor of Computer Applications (BCA) – 2nd Year

From 2024 - 2027

Percentage: 91%

ACHIEVEMENTS

- 1st Prize – College Web Designing Competition (portfolio + digital clock project)
- Built multiple real-world creatives using Canva and AI tools
- Created multiple ad creatives with strong visual appeal and engagement potential
- Developed e-commerce website prototypes for clients to enhance online visibility and sales performance.