

DEVINA MEHTA

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DEVINAMEHTAPHOTOGRAPHY.COM

EDUCATION

English Language and Media BA Hons
University of Brighton 2020

A 2:1 in a creative and diverse course, looking at everything from Journalism & Digital Storytelling to Media Ethics & Text Design, with a First in my Dissertation focusing on Portrait Photography and Self Expression.

Certification: Fundamentals of Digital Marketing – Google Digital Garage

OBJECTIVE

I am looking for a creative entry level role in content editing, digital marketing, or photography.

SKILLS

I am a portrait photographer at heart. I have a diverse skillset in administration, copyediting, videography, communication, and organisation.

PROFICIENCIES

Adobe Photoshop and Lightroom, Final Cut Pro X, WordPress, Google Analytics, Wix, Microsoft 360, Google Teams
Instagram, Facebook, Twitter, YouTube, TikTok, Canva

ABOUT ME

I am an empathetic creative with a keen sense of humour and a passion for crochet and Stardew Valley. Feminist, Anti-racist, and Environmentalist.

EXPERIENCE

WEB CONTENT EDITOR – LENGRO MAGAZINE

June 2020 – April 2021

- Spearheaded and refined the editing process of 15+ articles each week to WordPress
 - Confidently wrote 20+ articles for the magazine & ghostwrote for the editor
- Utilised my in photography & graphic design to develop a marketing campaign to enhance the magazine's online presence
 - Directed a team of 15+ writers and recruited staff
- Boosted website traffic and product sales using on and off-page SEO techniques

PHOTOGRAPHER & COPYWRITER – 3SI

July 2022

- 1 Month Traineeship project highlighting the benefits of working abroad by photographing and interviewing students about their work placements in Seville, Spain
- Orchestrated interviews and directed photoshoots to write SEO friendly feature articles
- Produced infographics detailing upcoming events to appeal to specific age groups
 - Conceptualised and implemented projects – e.g. photographing hostels and creating infographics to promote the programme

FREELANCER – DEVINA MEHTA PHOTOGRAPHY

July 2020 – present

- I encourage and direct seasoned and first time models making them feel at ease during portrait sessions
- Confidently photographing events like concerts, club nights, and proms whilst remaining unseen, producing stand out images to take home
- Music videos: developing my videography skills by shooting and editing music videos for local bands
- Social Media: manage multiple accounts on behalf of myself and others on Instagram, TikTok, and Facebook – creating content and gaining a following.

06/2012 - 03/2021

Administrative Assistant at Stafford Young Jones

09/2019 - 12/2021

Coach at Shooting Stars Gymnastics Club

03/2021 - 05/2021

Census Officer - ONS Census 2021

05/2021 - 11/2021

Inventory Clerk at Inventories 4 U

11/2021 - 03/2023

C&B Bartender at The Grand Brighton

02/2023 - 06/2023

Paralegal at Belmont and Lowe Solicitors

06/2023 - present

Bartender at The Orange Tree - Mitchell & Butlers