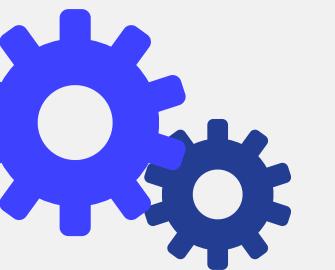


DIGITAL PORTFOLIO MARKETING



2024-2026

INTRODUCTION

RHIDYA GUPTA



My journey into marketing began during my studies in hotel management, where freelance internships with marketing agencies helped me discover my passion for creativity, design, and brand building. This led me to pivot my academic path and pursue marketing and business at **Cardiff University** in the UK, where I completed my **Master's in Business Management with a specialization in Marketing**.

After returning to India, I worked with a **Canadian digital marketing agency, GM Digital**, for over a year, gaining hands-on experience in client management, social media growth, and digital brand development across industries. While continuing my collaboration with GM Digital, I founded my own creative venture, **Corazon**, a Agency built for thoughtful, heart-led branding. This portfolio is a curated showcase of the work I create with intention, strategy, and impact.

HELLO, EVERYONE
*I AM RHIDYA THE
FOUNDER OF CORAZON*

VISION



My vision is to build and grow Corazon into a trusted creative partner for brands across diverse industries, both in India and globally. I aspire to create work that is not only visually compelling but also emotionally resonant, work that adds value, builds trust, and leaves a lasting impact.



MY MISSION



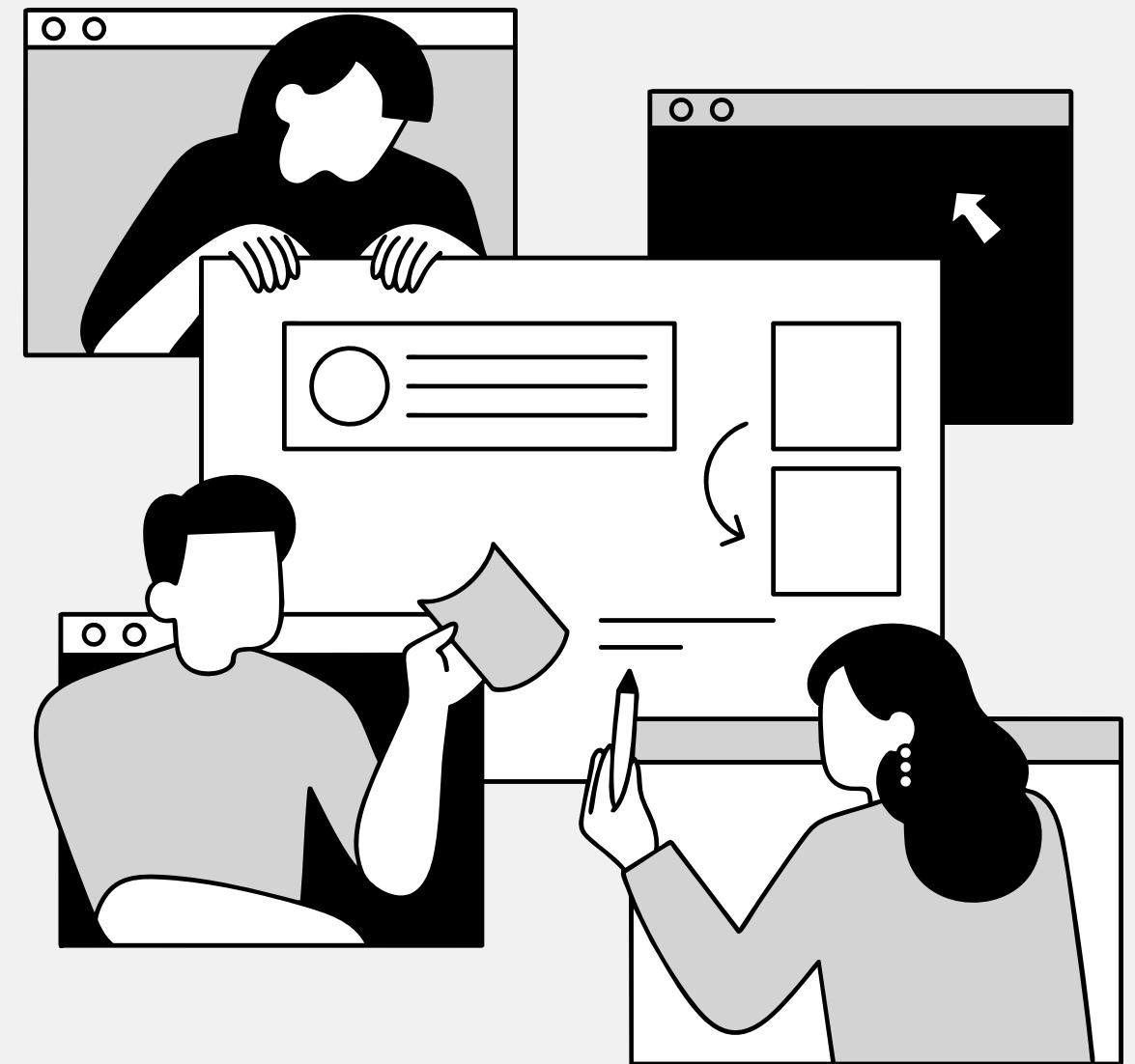
My mission is to create intentional, strategy-led digital experiences that help brands communicate clearly and connect genuinely. I aim to blend creativity with purpose, ensuring that every piece of content, design, or campaign serves a meaningful role in a brand's growth and storytelling.



MARKETING STRATEGY

My approach starts with a brand and digital audit, followed by competitor research to identify gaps and growth opportunities. Based on these insights, I create content and visuals aligned with the brand's identity, supported by structured content plans and monthly calendars.

Collaboration is central to my process. I work closely with clients through feedback loops, offering support from ideation and scriptwriting to on-camera guidance. Clear timelines, transparent communication, and openness to feedback ensure a smooth workflow and results-driven digital content.



MY WORK EXPERIENCE



I have hands-on experience in managing end-to-end digital marketing for brands across multiple industries. My work spans strategy, content creation, and execution, focusing on building consistent digital presence, engaging audiences, and delivering purposeful, brand-aligned content.





DIGITAL MARKETING MANAGER GM DIGITAL | CANADA (REMOTE)

2023 – PRESENT

- Managed and grew social media accounts across multiple industries, including healthcare, legal, tech, and personal branding
- Led content strategy, social media management, and digital presence optimization for Canadian clients
- Created and executed content calendars, reels, static posts, and carousels
- Designed social media creatives and presentations aligned with brand guidelines
- Edited videos for educational, promotional, and podcast-style content
- Collaborated with international clients, handling communication, timelines, and feedback
- Supported SEO-focused blogs and long-form content to strengthen digital authority

FOUNDER & DIGITAL MARKETING STRATEGIST CORAZON – SOCIAL & DIGITAL MARKETING AGENCY

2025 – PRESENT

- Founded Corazon with a focus on strategy-led, creative digital marketing
- Developed brand audits, competitor analysis, and content roadmaps for clients
- Managed social media accounts from ideation to execution
- Led content creation including reels, static posts, carousels, and visual storytelling
- Provided scriptwriting, shoot direction, and on-camera guidance for clients
- Designed aesthetic, consistent brand grids tailored to each client's identity
- Maintained clear communication, structured timelines, and collaborative workflows
- Worked with brands across food, fashion, healthcare, kids' entertainment, tech, spirituality, and product-based businesses

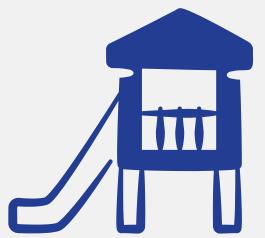
DIVERSE CLIENTS I'VE WORKED WITH



MARKETING
AGENCY



DOCTOR
(HEALTHCARE)



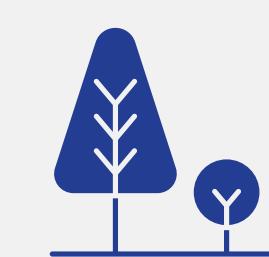
KIDS PLAY
ZONES



RESTAURANT



BAKERY



PLANTS &
LANDSCAPING



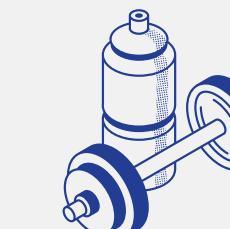
FASHION



TECH
COMPANIES



LAWYER



FITNESS



PET
ACCESSORIES

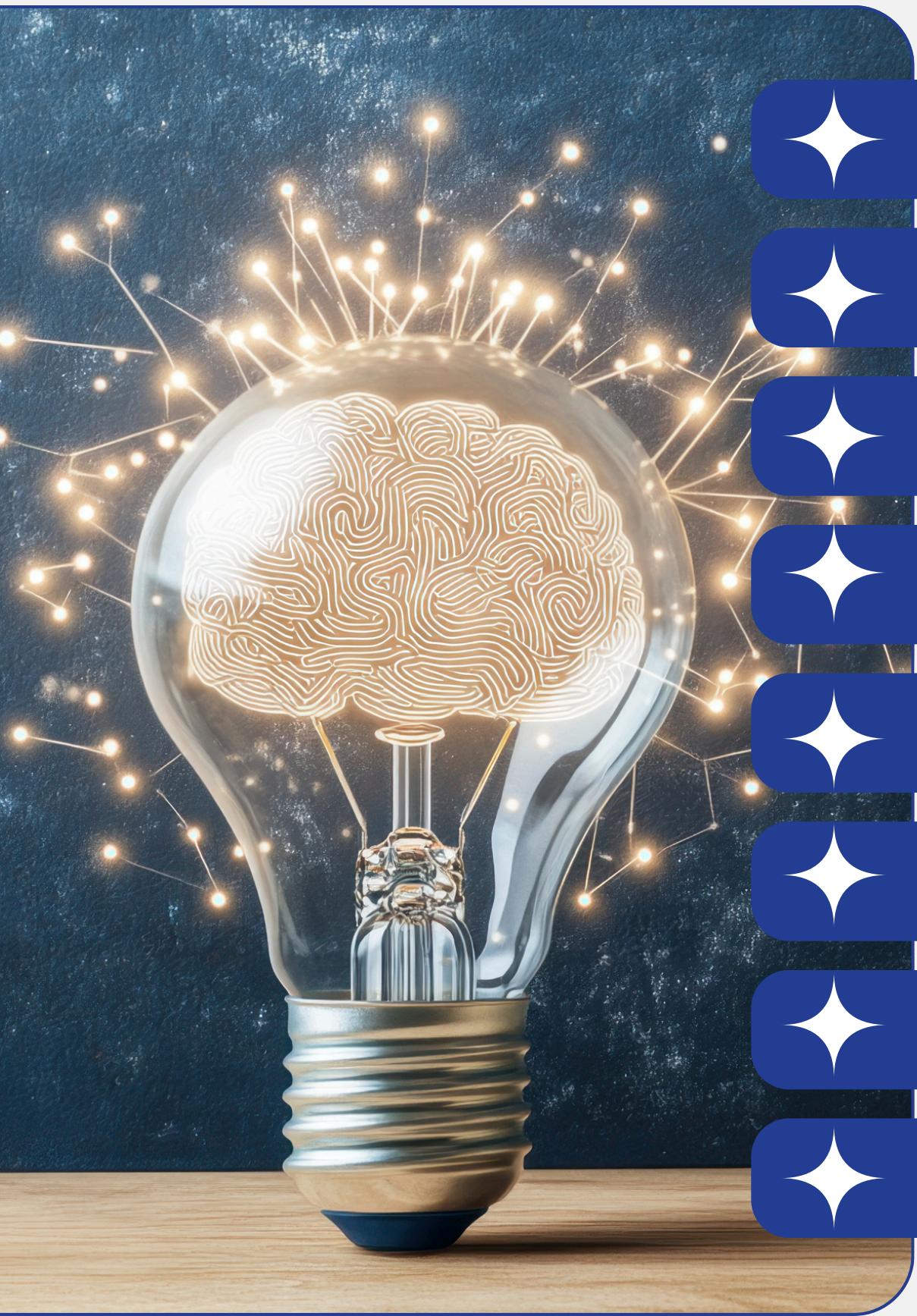


SPIRITUAL
LEADER



BRANDS I'VE WORKED WITH





Social Media Strategy & Management

Content Creation & Copywriting

Video Editing & Graphic Design (including flex, banner & brochure design)

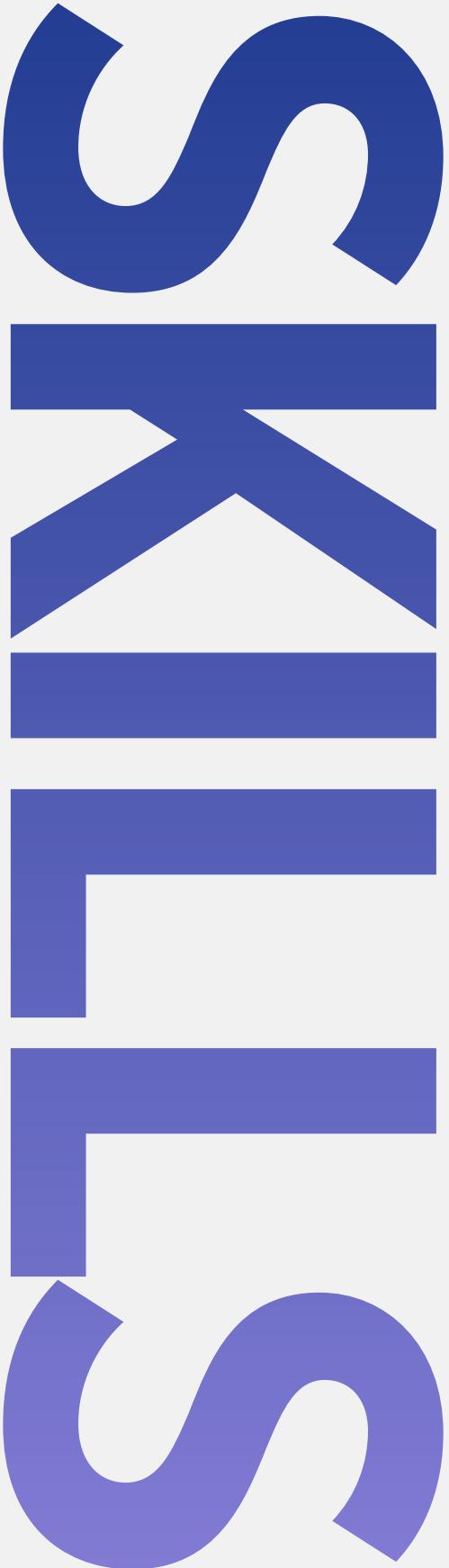
Email Marketing & Email Design

Presentation & Pitch Deck Design

Brand Audits & Competitor Research

Meta Ads (Basic Campaigns)

AI-based Research & Trend Analysis



PORTFOLIO PROJECTS



GM DIGITAL



CASF RAJNOOP LAW STUDY

LEGAL | INFORMATIVE CONTENT | CONSISTENT
BRANDING

OVERVIEW

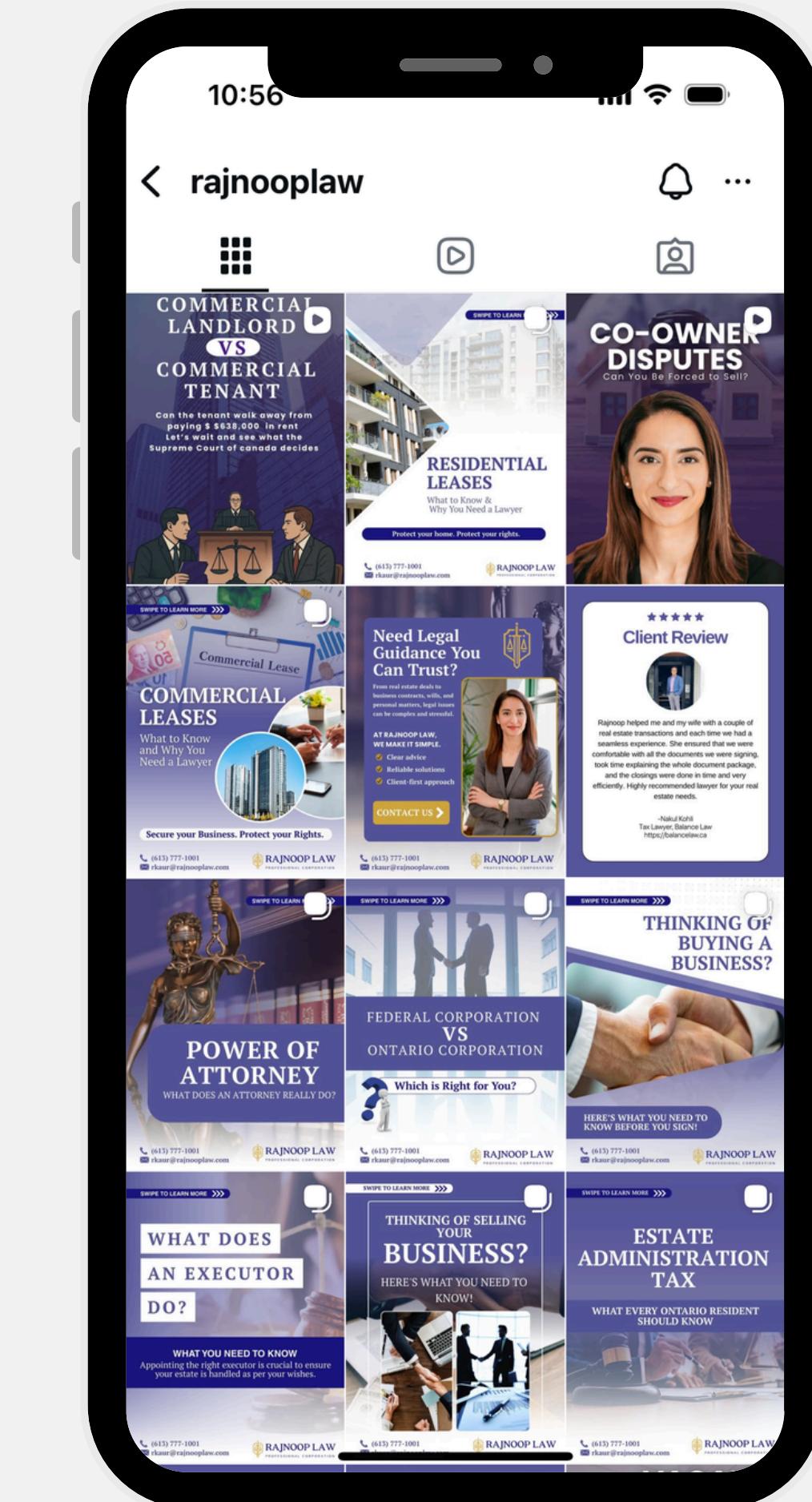
Rajnoop Law is a Canada-based legal brand focused on educating audiences around legal topics through digital platforms.

OUR WORK

We create informative posts and reels that simplify legal concepts while maintaining professionalism and trust. The content follows a consistent color palette and brand guidelines provided by the client.

RESULT

- Clean, structured grid
- Strong informational value
- Client satisfaction with branding consistency and clarity



CASE PANDIT ROOPNAUTH STUDY

SPIRITUAL LEADER | VIDEO EDITING | THOUGHT LEADERSHIP

OVERVIEW

Pandit Roopnath is a Canada-based spiritual leader who shares inspirational and motivational teachings, associated with temple-based discourse

OUR WORK

We focus on podcast-style video editing, ensuring that the depth and meaning of his words translate clearly into engaging video formats. Special attention is given to pacing, captions, and visual flow so the message remains accessible and impactful.

RESULT

- Clear translation of spiritual discourse into digital content
- Enhanced viewer engagement
- Videos that feel calm, authoritative, and intentional



CASE CROWNTech STUDY

TECH | B2B | CANADA

OVERVIEW

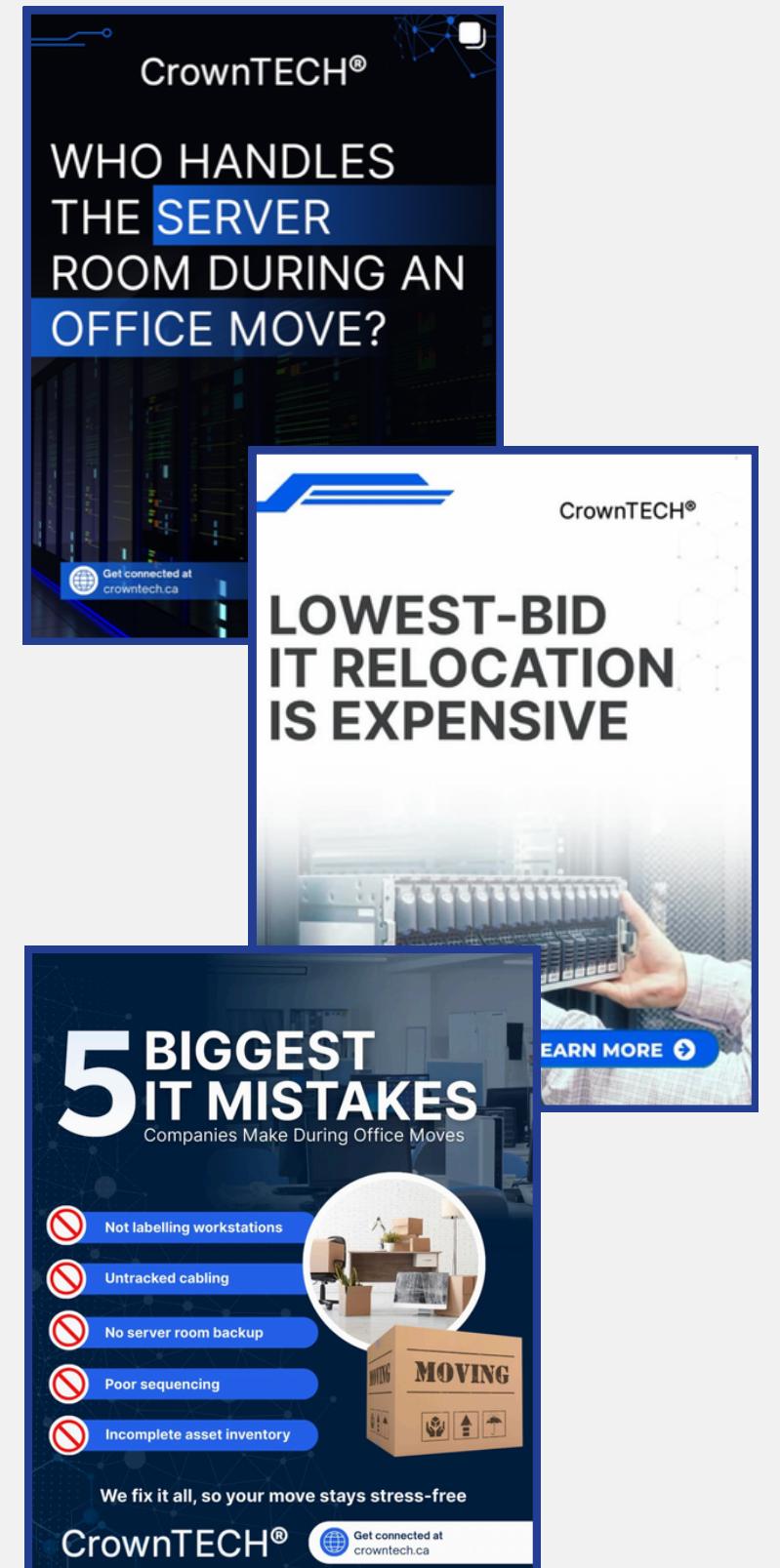
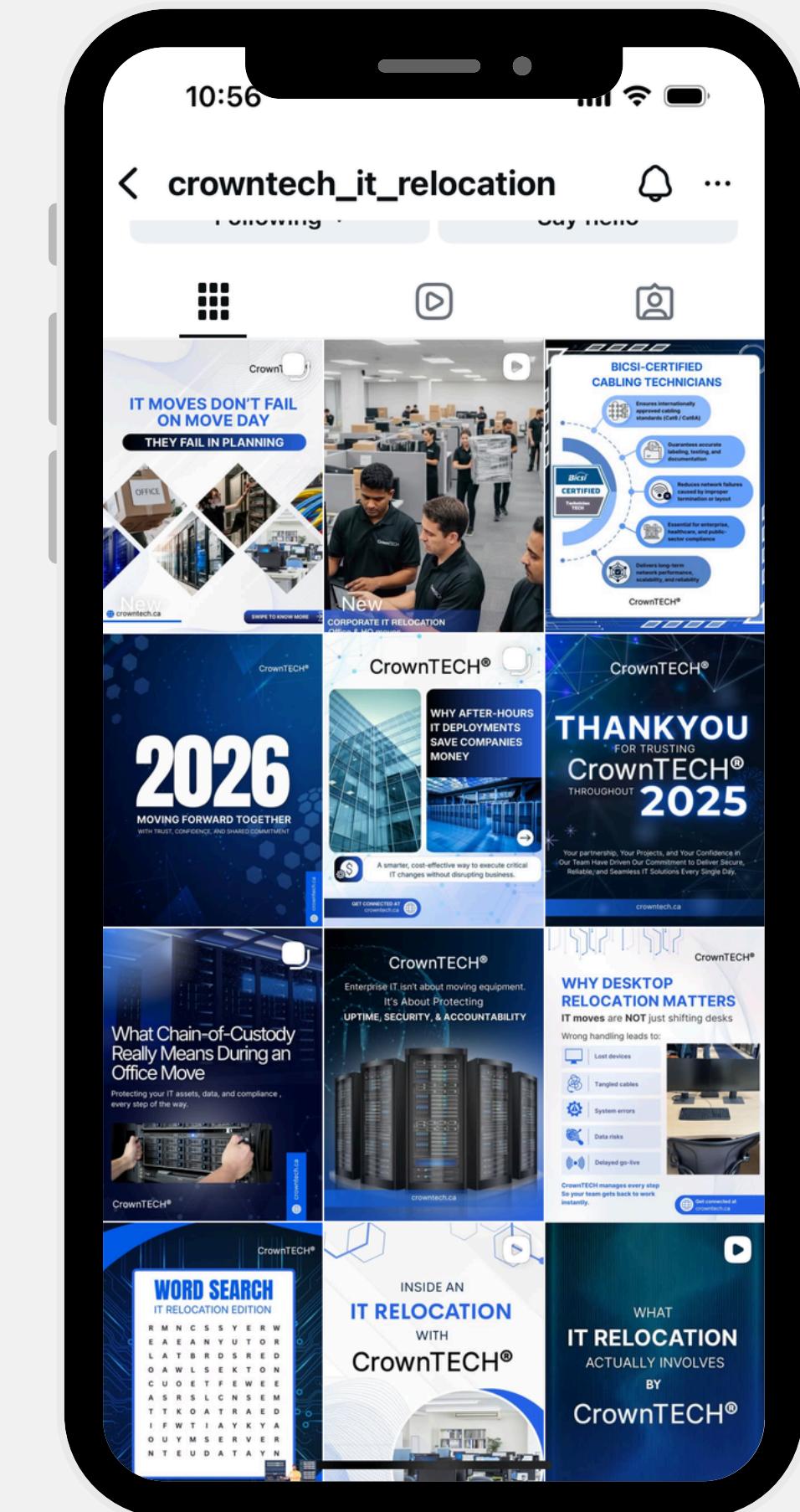
Crown Tech Relocation is a Canada-based IT relocation and technology services company.

OUR WORK

We designed a complete grid using a blue and white color scheme, strictly adhering to the brand guidelines provided. The content balances professionalism with clarity, aligning with the expectations of a tech-focused audience.

RESULT

- Cohesive and professional grid
- Strong brand alignment
- Clean communication for a B2B audience



CrownTECH®
IT Relocation Services

CLIENT FEEDBACK



“ Rhidya is a force to be reckoned with. She’s been a core part of GM Digital since day one and continues to blow us away with her creativity, speed, and ability to just make things happen. No hand-holding, no micromanaging—she takes the brief (or even just a vibe) and turns it into something brilliant. She’s the kind of person who spots trends before they peak, adapts in real-time, and delivers with consistency and professionalism. Her work ethic is unmatched, and her ideas? Always on point. Every team needs a Rhidya. We’re just lucky to have her on ours.

GARGI MODI
CEO GM DIGITAL

CORAZON



CASE STUDY

I CARE CENTRE

(HEALTHCARE | PERSONAL BRANDING | EDUCATION-LED CONTENT)

OVERVIEW

Eye care center focused on patient education and trust-based communication.

CHALLENGE

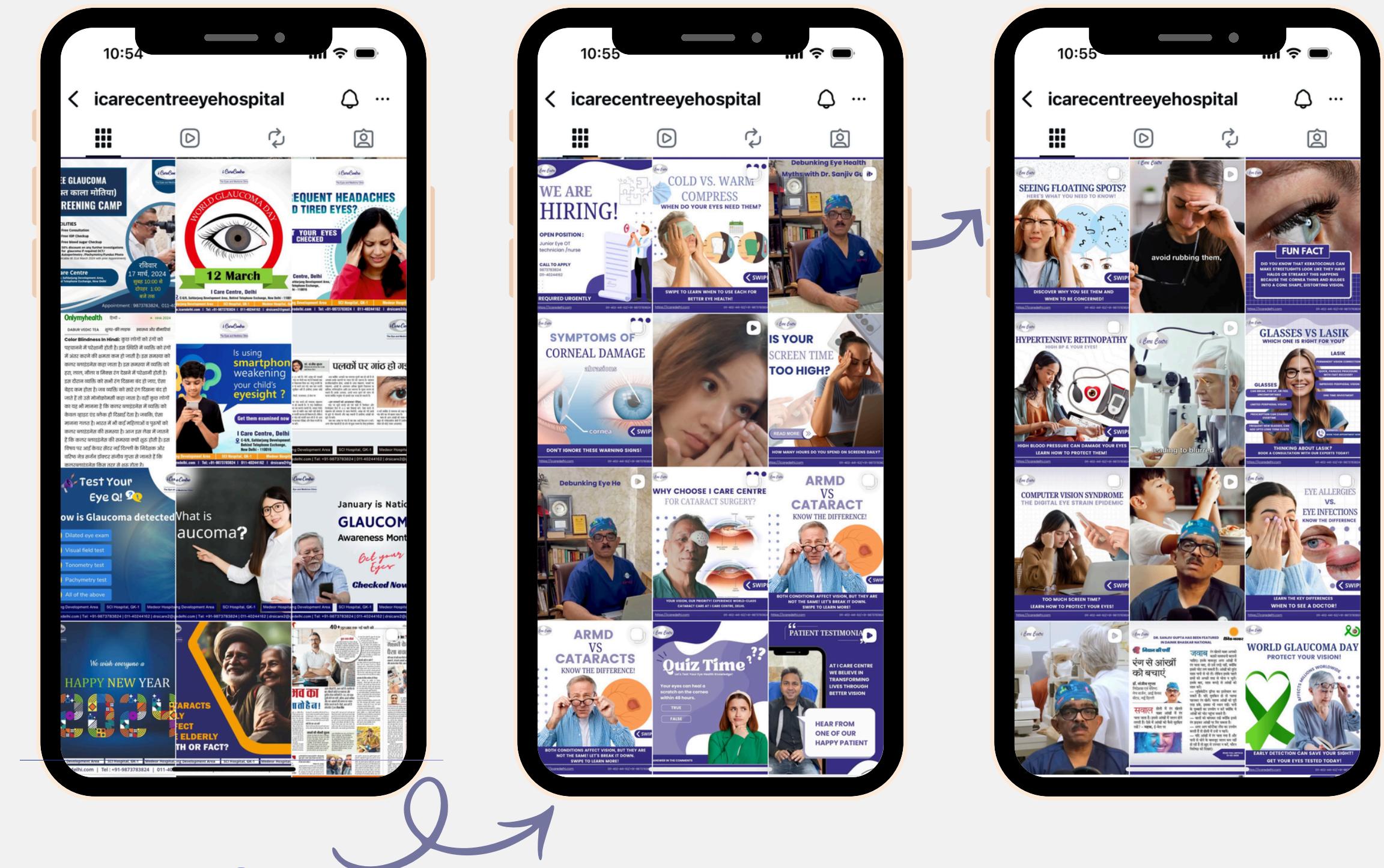
- Low engagement & inconsistent content
- Followers at start: 169
- No clear content structure

APPROACH

- Education-first content strategy
- Reels, carousels, quizzes & reaction videos
- Doctor-led informational & product rating content
- Blogs to build authority

IMPACT

- Followers grew to 3,270
- Strong improvement in engagement & consistency
- Clear authority positioning



i Care Centre
THE EYE AND MEDICINE CLINIC

CASF HIMALAYA BAKERY STUDY

FOOD & BEVERAGE | AESTHETIC BRANDING | PRODUCT-FOCUSED CONTENT

OVERVIEW

Bakery brand focused on product quality and local audience appeal.

CHALLENGE

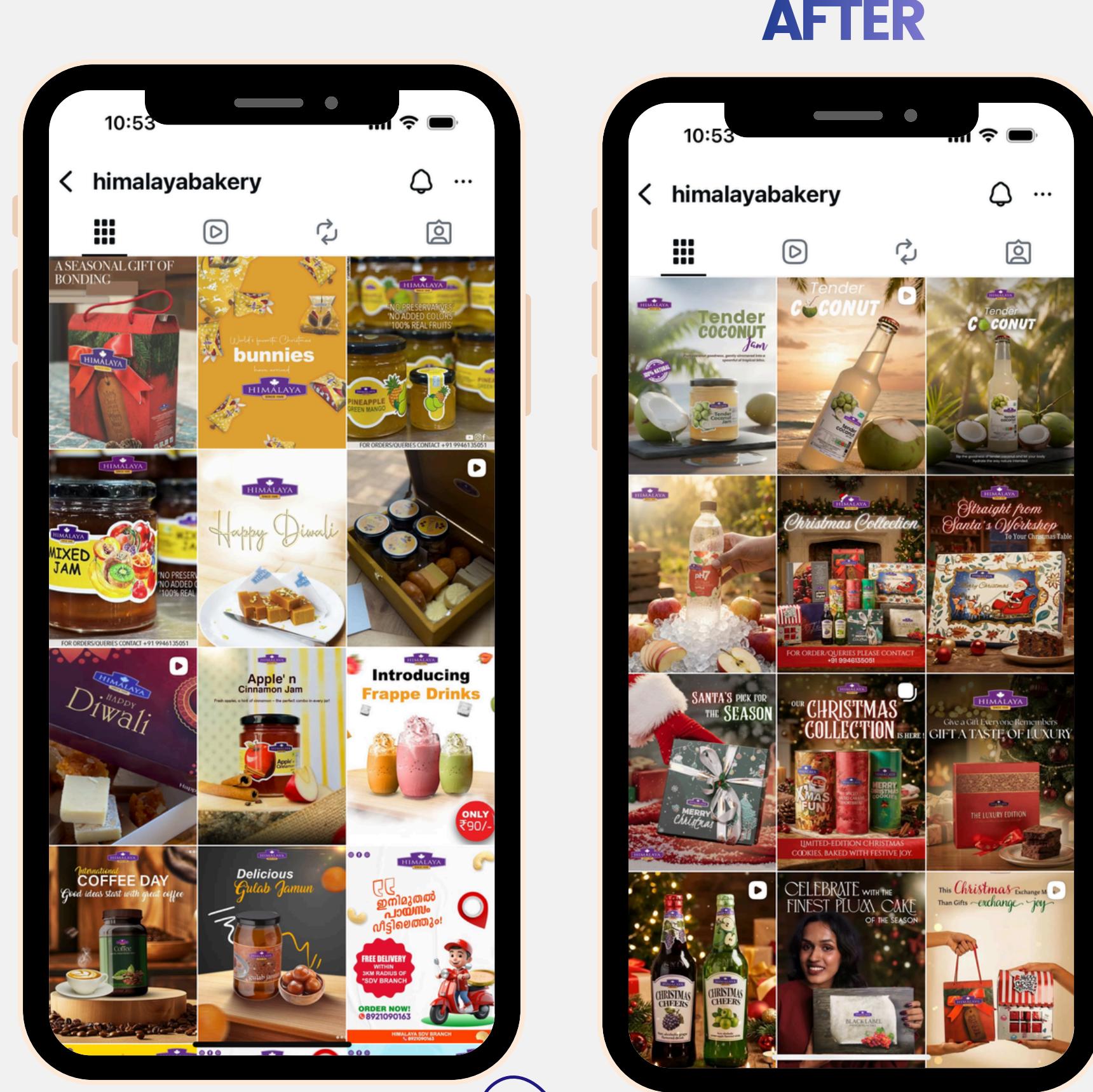
- Project started **15th November**
- Weak visual identity & inconsistent feed
- Growth not the immediate goal

APPROACH

- Product-first visual storytelling
- Aesthetic layouts & consistent themes
- Clean, premium feed direction

IMPACT

- Strong visual transformation in 2 months
- Clear before/after grid contrast
- Positive client feedback



BEFORE



WORK SHOWCASE



WORK SHOWCASE

REAL EXPERIENCES
REAL FEEDBACK

5 HIGH

H Harjot Singh 

Love the ambience and food too ... service is exceptional by Pardeep singh (always has a smile on his face) ... thank you for your service Pardeep.. Meet you again..



CONTACT US : 9596563191, 09055715000



WORK SHOWCASE

**CELEBRATE WITH
kiyari**
THE GARDEN CENTER

Light up your homes this festive season with the beauty of plants! At Kiyari Garden Center, we're adding a little extra joy to your celebrations

SHOP FOR ₹500
GET 1 SMALL PLANTER FREE

SHOP ABOVE ₹1000
GET 1 POT FREE

Visit Kiyari Garden Center today and make your Diwali greener & brighter

HURRY
OFFER VALID TILL DIWALI!

THIS DIWALI,
GIFT GREEN

28-A, Sainik Colony near Gurudwara Sahib, Jammu

WHEN THE AIR OUTSIDE IS TOXIC
let your home breathe green, with

kiyari
THE GARDEN CENTER

CLEANER AIR CALMER MIND GREENER SPACE WITH KIYARI

28-A, Sainik Colony near Gurudwara Sahib, Jammu

**Rain outside?
FUN NEVER STOPS INSIDE!**

Skip the puddles and jump into a world of giggles, slides, and endless indoor adventures

ONLY AT FunkyLand

BOOK NOW! AND MAKE THIS MONSOON FULL OF SMILES!

Plot No: 17/6, 2nd Floor, Channi Himmat, Jammu

9596913030

CONTACT US

FunkyLand
PEACEFUL FUN, RAY, HIGHLIGHT

FunkyLand Calling Little Radhas & Kahnas For A Joyous & Divine Krishna

JANMASHTMI MAHOTSAV

16TH AUGUST | 3-5 PM

₹700/- PER CHILD

ACTIVITIES INCLUDED

- 1 Hour playtime
- Craft your own Flute
- Phoolon Ki Holi
- Matki Phod activity
- Krishna janam through Movie
- Yummy snacks + Frooti

Because every little Krishna deserves a flute of their own!

Plot No: 17/6, 2nd Floor, Channi Himmat, Jammu

9596913030

CONTACT US

DOUBLE THE FUN THIS BHAI DOOJ

BUY 1 HOUR PLAYTIME & GET 1 HOUR COMPLIMENTARY FOR YOUR SIBLING

OFFER ONLY VALID ON 23RD OCTOBER

My turn now!

9596913030

Plot No: 17/6, 2nd Floor, Channi Himmat, Jammu

BUY 1 FREE

*T&C APPLY

FunkyLand

Double Trouble Tuesdays

One Pass. Two Happy Kids!

TWO KIDS PLAY FOR THE PRICE OF ONE! NO EXTRA COST

9596913030

Plot No: 17/6, 2nd Floor, Channi Himmat, Jammu

CLIENT FEEDBACK



“ Working with Rhidya has been an absolute pleasure. As my social media manager, she's brought a fresh, strategic vision to my page, and the results speak for themselves. The content she curates is not only visually engaging but also deeply informative and aligned with my values as a doctor and fitness enthusiast.

What truly sets her apart is how smooth and collaborative the entire process has been. Rhidya is incredibly understanding, responsive, and easy to work with. She listens, adapts, and always delivers with consistency and creativity. I've seen noticeable growth and engagement since she took over, and I couldn't be more grateful. Highly recommend her to anyone looking to level up their digital presence.

DR SANJIV GUPTA
I CARE CENTRE, DELHI

CLIENT FEEDBACK



“

Working with Rhidya from Corazon has been an absolute game-changer for us at Himalaya Bakery. From designs to captions to posting schedules, everything is consistently on point.

What we appreciate the most is the peace of mind. We no longer have to stress about social media because we know it's completely under control. Rhidya understands our vision so well that most posts need little to no changes, they come out exactly how we imagine, often even better.

The content is thoughtfully written, the designs are visually strong, and everything is delivered on time, without delays. There's a clear sense of planning, creativity, and reliability in the way Corazon works.

We're extremely happy with the results so far and are excited to continue working together long-term. We're looking forward to seeing more of Rhidya's work and growing our brand further with Corazon's support.

Highly recommended for any brand looking for stress-free, high-quality social media management.

AVINASH SUDHEESH
HIMALAYA BAKERY



CLIENT FEEDBACK



“ Working with Rhidya was a seamless and extremely satisfying experience for us at Kiyari – The Garden Centre. She created our catalogues covering multiple collections with remarkable attention to detail, clarity, and brand alignment. Every collection was presented beautifully, making it easy for our customers to understand and connect with our offerings.

Along with the catalogues, she also handled our social media posts and stories, delivering content that was visually strong, on-brand, and perfectly aligned with our expectations. What truly stood out was how well she understood our vision, the output required no revisions at all and matched exactly what we were looking for.

Her professionalism, creative understanding, and ability to deliver high-quality work without back-and-forth made the entire process effortless. We are extremely happy with the results and would highly recommend her to any brand looking for thoughtful, well-executed design and content

GUNTAAS SINGH
KIYARI THE GARDEN CENTRE

WHY CHOOSE US?

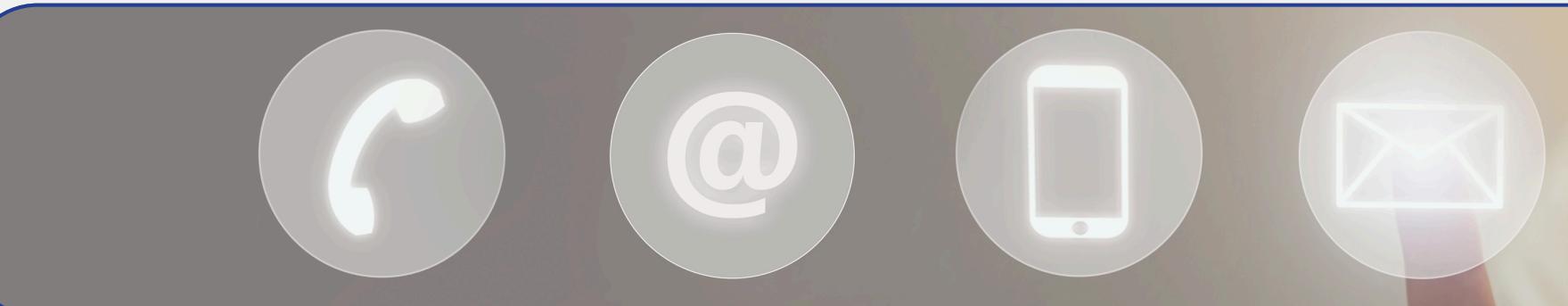


Corazon Social
DIGITAL MARKETING AGENCY

Corazon believes that effective marketing begins with clarity and intention. Every brand is approached with a tailored strategy, ensuring content is purposeful, consistent, and aligned with the brand's identity.

We focus on understanding what a brand truly needs, through audits, research, and collaboration, before creating. Clients are supported at every stage, from planning and scripting to execution, with clear communication and structured timelines. Above all, Corazon values impact over noise. The goal is not just visibility, but meaningful content that builds trust, strengthens brand presence, and delivers long-term value.

MORE INFORMATION



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+91 8082922021

LET'S
WORK
TOGETHER

