

JAIDEEP BORKAR

Content Creator | Social Media Marketing & AI Content

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SUMMARY

Content Creator with hands-on experience in research, scriptwriting, video production, and social media. Experienced in taking ideas from concept to execution by researching trends, planning content, writing scripts, presenting on camera, and working with editors. Comfortable creating in English, Hindi, and Hinglish, with experience using AI tools like ChatGPT and Claude for research and ideation, and Google Flow for AI-assisted content creation.

EXPERIENCE

Content Creator & Social Media Marketing — CloudBlitz *May 2026 – August 2026*

- Researched trends, competitor content, and emerging AI tools to plan content calendars across Instagram, LinkedIn, and YouTube.
- Wrote 25+ educational and ad scripts in English, Hindi, and Hinglish, tailoring hooks and messaging for AI, technology, and EdTech topics.
- Presented educational and promotional videos on camera, translating complex technology and AI concepts into clear, engaging visual formats.
- One Reel I planned and executed reached 100K+ views, with a debut video achieving 15K+ views in 24 hours against a 4K average baseline.
- Assisted on set with lighting setups, iPhone shooting, and camera handling, while collaborating closely with video editors on narrative pacing, storytelling, and final cuts.
- Built an AI-assisted workflow using ChatGPT and Claude for content research and scripting, and generated selected scenes using Google Flow for AI video experiments.
- Proposed and developed the concept and content plan for a daily AI news series, including its content direction and recurring format.

Digital Marketing Intern — VowelWeb *October 2025 – January 2026*

- Conducted keyword research and identified relevant topics to plan SEO-focused blog content.
- Wrote and published 20+ SEO-optimized blog posts on WordPress, applying on-page SEO best practices.
- Designed custom blog feature images and social creatives using Canva to improve visual appeal.

SELECTED PROJECTS

30-Day Running Challenge — Personal Instagram Project

- Planned, shot, and published 30 consecutive Reels in 30 days, managing the content process from idea to posting.
- Generated 75K+ organic views through consistent posting, strong hooks, and relatable storytelling.

AI Content & Video Production — CloudBlitz

- Built an AI-assisted content workflow using ChatGPT and Claude for research, idea generation, hooks, and scriptwriting.
- Applied the workflow to an AI-generated advertisement, writing the complete script and creating selected video scenes using Google Flow.

TOOLS

ChatGPT · Claude · Canva · CapCut · Google Flow

EDUCATION

Raisoni College

Bachelor's in Business Administration · 2021–2024 · 8.04 CGPA

NIT College

Diploma in Computer Engineering · 2017–2020 · 83%

LANGUAGES

English · Hindi · Marathi