



SIDDA BENCKART

PHOTOGRAPHER & SOCIAL MEDIA MANAGER

I'm a passionate photographer and social media manager who turns everyday moments into scroll-stopping content. With a camera in one hand and analytics in the other, I bring brands to life through bold visuals and smart strategy. I know how to capture attention, build engagement, and tell stories that stick. Let's make your brand the next big thing.

CONTACT

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- www.SiddaleeB.com

SKILLS

- Photography
- Digital Design
- Audience Engagement Strategies
- Media Advertising
- Social Media Content Creation
- Typography
- Visual Storytelling

STRENGTHS

- Team Collaboration
- Adaptability
- Problem-Solving
- Fashion Sense

EDUCATION

- Indiana University 3.7/4
(2024 - present) GPA
Media in Advertising
- Ivy Tech Comm. College 4/4
(2023 - 2024) GPA
Visual Communications

EXPERIENCE

- **Freelance | Photographer & Social Media Manager**
September 2022 – present
 - Conceptualize, shoot, and edit high-quality photo and video content for digital campaigns, websites, and social media platforms.
 - Develop and manage a strategic social media content calendar across platforms including Instagram, Facebook, and TikTok.
 - Grow audience engagement through consistent, on-brand storytelling, trending content formats, and community interaction.
 - Collaborate with cross-functional teams (e.g., marketing, design, product) to align visual content with brand goals.
 - Manage brand aesthetics and tone of voice, ensuring cohesive visual identity across all digital channels.
- **Freelance | Model**
October 2022 – present
 - Collaborated with designers and stylists during photoshoots, which enhanced the overall visual appeal of campaigns and drew in a wider audience.
 - Adapted to various creative direction changes during projects, ensuring that each photoshoot aligned with the brand's evolving vision while maintaining a positive and professional atmosphere