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VIDHYADHARAN

Recent MSc Digital Marketing graduate from Ravensbourne University London with hands-on experience in customer engagement, social media content creation, and team leadership. I am skilled in Canva, Excel, and Google tools, with a strong interest in SEO, PPC, and CRM. Legally authorized to work in the UK. Actively seeking a digital marketing or sales executive position to apply my skills in a fast-paced environment.

Experience

2024 – PRESENT

Supervisor – Fuller's, Pub, Moorgate, London |

- Lead a team of 5+ in high-volume hospitality setting • Managed customer service for 200+ daily guests, ensuring satisfaction and complaint resolution • Trained new staff and implemented best practices for efficiency and hygiene • Supported weekly stock reports and cash handling duties

Digital Marketing Project

JAN 2024 – MAR 2025

Customer Attraction Study – The Old Bank of England Pub (Academic Project)

- Researched digital channels driving customer traffic Used scheduling tools and basic performance metrics • analysed customer behaviours via surveys and interviews • Proposed local SEO and Instagram-based promotion strategy

Social Media Strategy – Mock Campaign (University Project)

- Created a 1-week Instagram campaign using Canva, • Increased engagement simulation by 40% via targeted content • Used scheduling tools and basic performance metrics

Skills

• Canva – social media and basic design • MS Excel – Data entry and simple calculations • MS Word & PowerPoint • social media – Facebook, Instagram, LinkedIn • Digital Marketing – SEO, email, Google ads (intro level) • Customer Service – Face-to-face and phone interaction

Education

JAN 2024 – 2025

MSc Digital Marketing / Ravensbourne university, London

JUNE 2020 – 2023

B. Com (Computer Application) / Bharathidasan University, India