

ILAIYANITHI V

DIGITAL MARKETING

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SUMMARY

Full-stack Digital Marketing Specialist with 1 year of hands-on experience in SEO, Social Media Marketing, Google & Meta Ads, and content strategy. Skilled in campaign execution, website optimization, and AI-powered content creation. Proven ability to grow brands, improve visibility, and deliver measurable performance results.

WORK EXPERIENCE

Digital Marketing Executive Dikshi Technologies

Aug 2025 – Nov 2025

- Created ad setups for Google & Meta (ad creatives, targeting, and ad copy).
- Designed SEO-based website content, posters, and promotional videos to boost brand presence.
- Analyzed page performance using Analytics & Meta Insights and suggested strategy improvements.

Digital Marketing Executive - Intern | Nizcare

April 2025- May 2025

- Planned and executed Meta Ads campaigns, implemented on-page SEO to boost website traffic, and consistently created and published engaging content across Instagram, Facebook, and LinkedIn.

Social Media Marketing Specialist - Intern INAK Animation Studio Pvt Ltd

Jan 2025 - Mar 2025

- Produced AI-generated creatives and promotional videos using marketing frameworks to boost campaign performance across digital platforms.
- Edited gaming videos and posters, and managed social media scheduling to publish content at optimal times for higher reach and engagement.

Social Media Handling Intern — To-Let Globe

Jul 2024 – Sept 2024

- Managed post scheduling, content planning, and community engagement to improve brand visibility and interaction.

Social Media Marketing (Freelance) RK's Academic Solutions

Jan 2024 – June 2024

- Completed a freelance project for a math tuition center by enhancing its online presence through digital design and video editing. Social media management.

DIGITAL MARKETING SKILLS

- SEO (On-Page, Off-Page, Technical)
- Social Media Strategy & Management
- Google & Meta Ads
- Content Writing & Content Marketing
- Keyword Research & Competitor Analysis
- Email Marketing & Automation
- Google Analytics (GA4), Google Tag Manager
- Graphic Design & AI Video Editing

Tools & Platforms

- Meta Business Suite, Buffer, Hootsuite
- Canva, Figma, CapCut, Adobe Premiere Pro
- Search Console, SEMrush, Ubersuggest
- PlayHT, HailuoAI, MidJourney, Scalenut

EDUCATION

M.A.M College Of Engineering

Sep 2021 – June 2025

Bachelors Degree in Computer Science Engineering

CERTIFICATIONS - [LINK](#)

- Digital Marketing Certification - Besant Technologies
- Fundamentals of digital marketing & Search Ads 360 - Google
- Search Engine Optimization (SEO), Advertising on Facebook - LinkedIn,
- Social Media Marketing - HubSpot
- Digital marketing strategy & Advanced SEO - Simplilearn

PROJECTS & ACHIEVEMENTS

Grew Instagram Page @kirmada__creation (31.5K+ Followers) [Link](#)

- Posted 400+ reels with 30% reaching 1M+ views and 20% reaching 2M+ views.

COMBLAZE 2k24 (Tech Symposium) [Link](#)

- Managed all event poster designs and social media, achieving 3.1L organic views in 15 days.