

Lokesh R



I blend technical expertise with creative flair, excelling in engineering, design, and multimedia. As the founder of Shine Up, I led a team to deliver web development, SEO, graphic design, and video editing services, driving revenue growth and client satisfaction. My skills in team leadership, multimedia content creation, and innovative problem-solving make me an ideal fit for your company, ready to drive success and elevate your brand.



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WORK EXPERIENCE

Graphic Designer & Video editor - Galaxy Medias

COIMBATORE | JAN 2024 - MAR 2024

- Proficient in editing and designing a variety of multimedia content including posters, banners, TV shows, social media posts, short reels and videos.
- Skilled in colour grading techniques to enhance the visual appeal and narrative impact of the content.

Founder - ShineUp

MAY 2017 - DEC 2019

- Founded and led Shine Up, a startup offering web development, SEO, social media management, graphic design, and video editing services.
- Managed a team of six to seven members, delivering projects efficiently and ensuring client satisfaction.
- Worked with over 10 clients and completed numerous projects, implementing growth strategies that increased revenue and enhanced market visibility.

SEO Focused Web Developer - WeebiesHub, Zero-G

COIMBATORE | NOV 2022 - MAR 2024

- Planned and developed websites, transforming mockups into dynamic web presences using HTML, JavaScript, CSS, and REACT.
- Optimized online shopping experiences by enhancing search visibility and product page rankings, resulting in increased conversions.
- Managed social media promotions and implemented SEO strategies, including keyword optimization and link building, to boost organic traffic.

EDUCATION

Bachelor of Engineering in Mechatronics

PARK COLLEGE OF ENGINEERING
AND TECHNOLOGY

Relevant Courses

- CNC Machine Programming
- SolidWorks
- Technomatrix simulation

Extra Courses

- SEO / SMM Optimisation

SKILLS

- | | |
|--|-----------------------|
| • Web Design & Development | • Graphic Design |
| • Search Engine Optimisation (SEO/SMM) | • Video Editing |
| • 3D Modelling / animation | • Motion Graphics |
| • Marketing Automation | • Product Videography |
| | • Email Marketing |

SOFTWARES

- | | |
|-----------------------|-------------------|
| • Adobe Photoshop | • Davinci Resolve |
| • Adobe Illustrator | • Final Cut Pro |
| • Adobe Premier Pro | • Blender |
| • Adobe After Effects | • Figma |
| • Adobe Audition | |
| • Adobe Indesign | |

PLEASE VISIT MY WEBSITE. I HUMBLY INVITE YOU TO EXPLORE MY PROJECTS AND SEE MY SKILLS IN ACTION.

LANGUAGE

Tamil (Native)

English (Proficient)