

Rathishkumar



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🖱 Portfolio

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PROFILE

Highly motivated and results-oriented digital marketing aspirant leveraging strong creative background from graphic design experience. Skilled in visual storytelling, content creation, and audience engagement, eager to apply design thinking and analytical skills to drive impactful digital campaigns.

EDUCATION

Diploma in Computer Engineering

PSG Polytechnic College

08/2020 – 06/2023 | Coimbatore

COURSES

Professional Diploma in Digital Marketing

IPCS Global

Inbound Marketing

Hubspot Academy

Facebook Ads

Udemy

SKILLS

- SEO
- SMM
- SEM
- Web Analytics
- Email Marketing
- Wordpress
- Content Marketing
- Graphic Designing

PROFESSIONAL EXPERIENCE

Lasercraft Technologies

Graphic Designer

07/2023 – 01/2024

- Developed and executed creative design concepts for a wide range of marketing materials, including brochures, banners, social media posts, and digital assets.
- Established and maintained positive client relationships through effective communication and delivering high-quality design solutions.
- Utilized industry-standard design software, such as Adobe Creative Suite, to create visually appealing and effective graphics.
- Successfully managed multiple projects simultaneously, meeting tight deadlines and maintaining a high level of quality.

ORGANIZATIONS

Fine Arts Club

Secretary

2022 – 2023

Environment Development Club

Volunteer

2021 – 2023

Entrepreneur Club

Joint Secretary

2021 – 2022

Tamil Mandram

Volunteer

2021 – 2023