

Abhay H M

Digital Marketing Specialist | Content Creator | Computer Science Engineer

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PROFESSIONAL SUMMARY

Tech-savvy Digital Marketing Specialist and Content Creator with a strong Computer Science Engineering background. Combine technical expertise with creative marketing strategies to build powerful online brands. Experienced in social media growth hacking, influencer collaborations, and data-driven content strategy. Passionate about leveraging technology to create impactful digital marketing campaigns.

Marketing Specializations:

- Developed AI-powered marketing automation tools
- Specialized in tech and lifestyle influencer marketing

TECHNICAL & MARKETING SKILLS

Digital Marketing:

- Social Media Strategy & Growth Hacking
- Influencer Marketing & Collaborations
- Content Creation & Storytelling
- Email Marketing Automation

Content Creation:

- Video Editing (Premiere Pro, Final Cut)
- Graphic Design (Photoshop, Canva)
- Photography & Lightroom
- Copywriting & Scriptwriting

Technical Skills:

- Web Development (HTML, CSS, JavaScript)
- Python for Marketing Automation
- Data Analysis (Google Analytics, SQL)
- Marketing Tech Stack Implementation

Platform Expertise:

- Instagram, TikTok, YouTube
- Twitter, LinkedIn
- Google Ads, Facebook Ads
- Shopify

MARKETING CAMPAIGNS & PROJECTS

Personal Brand Growth Strategy2022 - Present

- Developed content strategy that achieved 8.5% average engagement rate

Tech Startup Social Media Management2023

- Increased client's Instagram following by 250% in 3 months
- Developed content calendar and posting strategy
- Implemented influencer outreach program

Viral Content Creation2022

- Created 5 viral posts with 1M+ views each
- Developed repeatable framework for viral content
- Analyzed performance metrics to optimize content

TECHNICAL PROJECTS

Influencer Marketing Analytics DashboardPython, JavaScript

- Developed web application to track influencer campaign performance
- Integrated with Instagram and YouTube APIs
- Automated ROI calculation for marketing campaigns

Automated Content Scheduling SystemNode.js, MongoDB

- Built custom solution for cross-platform content scheduling
- Implemented optimal posting time algorithm
- Reduced content management time by 70%

EDUCATION

Bachelor of Technology in Computer Science2022 - Present

JSS Academy of Technical Education

Relevant Coursework: Digital Marketing, Data Analytics, Consumer Behavior, Business Communication

CERTIFICATIONS

Google Digital Marketing & E-commerce Certificate

Meta Social Media Marketing Professional Certificate

HubSpot Content Marketing Certification

Google Analytics Individual Qualification

INFLUENCER ACTIVITIES

Tech Content Creator2021 - Present

Create educational and entertaining content about technology, reaching 100,000+ monthly viewers

Brand Ambassador2023 - *Present*

Social Media Consultant2022 - *Present*

Helped 5 small businesses develop their social media presence

Public Speaker2023

Invited speaker at 3 digital marketing conferences