

Teena Jesinth Joyce Benhur

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CAREER SUMMARY

As a recent graduate in Digital Media with a foundation in digital marketing, I bring a fresh perspective to the creative landscape. My academic background has equipped me with a solid understanding of digital platforms and trends. With hands-on experience in digital marketing campaigns and analytics, I am now eager to leverage my creative instincts and technical skills in the dynamic field of design. Proficient in graphic design tools and armed with a passion for crafting visually compelling content, I am excited to contribute my creative energy and marketing insights to drive impactful design solutions.

SKILLS AND STRENGTHS

DIGITAL MARKETING	GRAPHIC DESIGN	3D MODELLING	OTHER
Digital advertising: Campaign creation and management	Adobe: Illustrator, Photoshop, Premier pro, InDesign, After Effects	Blender and 3Ds max	Programming languages: CSS and C#
Seo strategies	Typography and Color theory	Manipulating basic shapes	Wireframe: Figma
Conversion Rate Optimization	Print Media	Material and textures	MS office
Search engine optimization	Layout and logo design	Lighting and Rendering	Video editing
Social Media Marketing	Web design: HTML, CSS, JS	Game dev in Unity	Storyboarding

SOFT SKILLS

Design thinking, Critical thinking and problem solving, Effective Time Management, Detailed Oriented, Empathy, Attention to detail, Project management, Strong written and verbal communication.

PROFESSIONAL ACCOMPLISHMENTS

Itrend solutions

Digital Marketing Associate

Aug 2021-May 2022

- Conducted analysis of marketing trends, competitor strategies, and customer buying patterns providing valuable insights for strategic decision-making.
- Executed successful Amazon PPC, SEM, and SEO strategies, contributing to a significant boost in sales and revenue optimization.
- Established social campaigns that increased the click-through rate by 100%
- Led website redesign that increased site traffic by 50% and positively impacting overall design elements and user experience.
- Developed online marketing campaigns, effectively increasing followers by 500+ and driving brand awareness
- Led brainstorming and pitch sessions, playing a pivotal role in the successful launch of new products.
- Boosted sales on automobile trash products and maintained the top position ranking
- Delivered comprehensive Amazon listing services and bid optimization

Tools used: Microsoft Excel & word, Helium 10, Scale Insights, Amazon campaign manager.

ACADAMIC HISTORY

M.Sc. in Interactive Digital Media

Trinity College Dublin

01/2022 - 01/2023 Dublin, Ireland

- **Relevant coursework:** Programming, Visual communication and design, Graphic design, 3D modelling, Critical Media Studies, Audio/Video technologies and Game studies, Web design and UI/UX design.

B.Tech in Information Technology

Rajalakshmi Engineering college

01/2017 - 01/2021 Chennai, India

- Relevant coursework: Intro to programming (C#, Java, HTML, CSS), Game programming, Database management, Operating systems, Virtual Reality, Cloud computing and Agile methodologies.

ACADAMIC PROJECTS

<u>3D ILLUSION GAME</u> <ul style="list-style-type: none">• Developed a 3D Illusion Horror game, immersing players through a combination of sight and sound experiences.• Utilized polygon manipulation techniques to craft a realistic 3D rendition of Queen Mary's infamous 1950s room B340, a grand ballroom and swimming pool room.• Added the finishing touches with textures and PBR and standard materials, breathing life into every room ensuring a realistic gaming experience.	<u>REBRANDING</u> <ul style="list-style-type: none">• Utilized proficiency in Adobe Illustrator and Photoshop to rebrand the logo for the M.Sc. course in Interactive Digital Media.• Applied creative skills and design patterns to produce a rebranded design while keeping the brand identity intact.• Contributed to enhancing the visual identity of the course through effective and aesthetically pleasing design.	<u>RACE home</u> <ul style="list-style-type: none">• Led my team to create a compelling video of our interpretation of "Race home".• Took on an all-round role, not only participating as an actor but also filming the shots.• Edited the video with precision selecting only the optimal clips and incorporating effects that complement the entire vision while enhancing visual appeal all in Adobe Premier Pro
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LANGUAGES

Tamil  (Native)

German  (Beginner)

English  (Proficient)

French  (Intermediate)

ACOMPLISHMENTS

Project Manager: Earned a project manager role due to my organizational, communication and my problem-solving skills

Best employee award: Received the Best Employee award at Itrends for elevating the ranking of three of our Amazon products, positioning them among the top five in their respective category alongside other competitors.

CERTIFICATION

- Consolidated Construction Consortium Ltd internship on ERP Re-engineering documentation
- NPTEL course completion on Computer graphics and Competitive English.