

# HARISHKUMAR R

Digital Marketing · Designer · Video Editor · Web Developer



**Age:** 22

**Birthday:** 18-06-2003

**Address:** 1073 M.G.R. Nagar

Dhayapuram Manamadurai

Sivagangai dst.

**Current Location:** Madurai

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**Instagram:** [@the-.riz](#)

## HOBBIES:



*Scrolling*



*Gaming*



*Listening*



*Sleeping*



## PROFILE SUMMARY:

Versatile Digital Marketing Executive skilled in campaign strategy, graphic design, video editing, and website development. Focused on creating impactful content and driving online growth through creative and data-driven approaches.



## EDUCATION:

### B.E – Electronics and Communication Engineering (2020 – 2024)

KIT – Kalaignarkarunanidhi Institute of Technology,  
Coimbatore

- **GPA:** 8.29

### H.S.C (2019 – 2020)

Seventh Day Adventist Matric Hr. Sec. School, Manamadurai,  
Sivaganga

- **Percentage:** 56%

### S.S.L.C (2017 – 2018)

Seventh Day Adventist Matric Hr. Sec. School, Manamadurai,  
Sivaganga

- **Percentage:** 85%



## WORK EXPERIENCE:

### DIGITAL MARKETING

*Jun 2024 – Aug 2025*

**Skyplanet Holidays, Madurai**

- Created impactful social media posts, managed Meta & Google ad campaigns, and improved SEO visibility.

*During 2025*

### FREELANCE PROJECT

**Zutriva Startup**

- Designed websites, managed ad campaigns, and developed automated CRM tools.

## SKILLS:

### Design

- Canva
- Photoshop
- App Design
- Logo Design
- UI/UX Design
- Poster Design
- Figma
- Web Design

### Coding

- Python
- WordPress
- HTML & CSS
- MS Office
- Zoho Office
- WPS Office

### Video Editing

- After Effects
- Premiere pro
- Content Creation
- Cinematic Editing
- CapCut

### Digital Marketing

- SEO
- Copywriting
- YouTube Ads
- Email Marketing
- Social Media Marketing
- Analytics
- Meta Ads
- Google Ads

### AI Tools

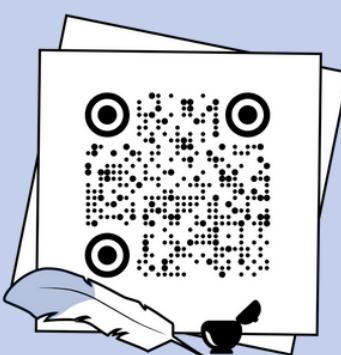
- ChatGPT
- Gemini
- Pixverse AI
- MidJourney
- Stable Diffusion
- Grok
- Meta AI
- Runway
- Eleven Labs

### Automated CRM Tools

- Pipedream
- ManyChat
- Botmaster
- WATI
- Aisensy

### SCANNER:

Click  [PORTFOLIO](#)  or scan the QR code below to explore my work.



### FREELANCE PROJECT

During 2025

#### Ilam Kalvi Startup

- Built website, developed Telegram automation bot, and crafted visual branding for educational startup.

During 2025

### FREELANCE PROJECT

#### AI Short Film Project

- Used AI tools (ChatGPT, Runway, Eleven Labs) for concept, animation, and voiceover production.

### ASSEMBLY OPERATOR

May 2023 – May 2024

#### NCR Atleos, Chennai

- Worked on ATM manufacturing line, handled sub-assemblies, and ensured quality control.



### **CERTIFICATE:**

- **Web design & Develop Internship** – TECHZY IT Solutions
- **Robotics Internship** – Kodacy
- **HTML5 Course** – Infosys Springboard
- **Python Introduction** – Infosys Springboard
- **Embedded Systems Basics & Applications (Webinar)** – Meenakshi Ramasamy Eng.. College, Ariyalur
- **IoT & Smart Technology Workshop** – Model Institute of Eng. & Tech, J&K
- **Presentation Skills Course** – Harvard ManageMentor
- **Design & Simulation of Wearable Antenna** – KIT College, Coimbatore
- **MATLAB Introduction** – KIT College, Coimbatore
- **PCB Designing** – KIT College, Coimbatore



### **PROJECT:**

Designed and implemented a Smart Home Automation System Using Advanced Eye-tracking Technology to assist physically impaired individuals.

I hereby declare that the above information is true to the best of my knowledge.

  
HARISHKUMAR R