

Medha P

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PROFESSIONAL SUMMARY

Entry level Digital Marketing Executive with hands-on exposure to SEO fundamentals, content optimization, and social media execution. Experienced in supporting keyword research, on-page SEO tasks, website performance tracking, and social media content workflows. Background in Computer Science with a structured, data-aware approach to digital marketing operations.



KEY SKILLS

SEO :

- Keyword Research (Basic)
- On-Page SEO (Meta titles, descriptions, headings)
- Internal Linking
- Competitor Analysis
- Basic SEO Reporting

Social Media Marketing

- Post Scheduling & Content Support
- Platform Basics: Instagram, LinkedIn, YouTube

Analytics & Tools

- Google Analytics (Basic metrics)
- Google Search Console (Performance overview)
- Canva (Social media creatives)

Supporting Skills

- Content Optimization
- Website Performance Monitoring
- Basic HTML & CSS (SEO structure awareness)



EDUCATION

B.Tech – Computer Science & Engineering (AI)

Karunya Institute of Technology and Sciences

2021 – 2025



RELEVANT EXPERIENCE & PROJECTS

BrideEase – UI/UX Case Study

Conducted user research, personas, and customer journey mapping Designed role-based dashboards focused on usability and clarity

Content & Visual Design

Created digital creatives using Canva Applied branding consistency and audience-focused design

Social Media & Content Execution

Created platform-specific creatives using Canva Supported scheduling and publishing of posts across Instagram And Youtube Ensured branding consistency and content clarity



Certificates

- Coursera | Google Data Analytics
- Microsoft | Fabric & Data Analytics
- ICT and Capgemini | Data Analytics with Power BI
- NPTEL | Data Mining, Technical English, Internet of Things 4.0 |

TOOLS & PLATFORMS

Canva

(posts, banners, reels)

Figma

(Primary)

Basic HTML & CSS

(for design feasibility)

Social media platforms

(Instagram, LinkedIn, YouTube basics)

Languages

- English, Tamil

STRENGTHS

- Quick learner
- Adaptable to new environments
- Strong work ethic
- Comfortable with online tools and remote collaboration