

# 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
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### Social Media Marketing

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

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

- Content Optimization
  - Website Performance Monitoring
  - Basic HTML & CSS (SEO structure awareness)
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## 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.O |

## TOOLS & PLATFORMS

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### **Canva**

(posts, banners, reels)

### **Figma**

(Primary)

### **Basic HTML & CSS**

(for design feasibility)

### **Social media platforms**

(Instagram, LinkedIn, YouTube basics)

## Languages

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- English, Tamil

## STRENGTHS

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