

## SUMMARY

Dynamic Social Media Manager with a strong background in AI-driven strategies, content creation, and social media management. Experienced with backend Java development, video editing, and bug bounty hunting. Skilled in optimizing digital presence through ad management, SEO, and analytics. Expert in AI prompt generation for workflow efficiency. Based in Abu Dhabi, UAE, with a global approach to digital strategy and development.

## EDUCATION

### Anna University | Chennai, India

Bachelor of Engineering in Computer Science  
CGPA: 8.49  
2012 - 2016

### Higher Secondary School (HSC) | Ramnad

Percentage: 88.4%  
2011 - 2012

## SKILLS

- Social Media Tools: Hootsuite, Buffer, Canva, LinkedIn
- Ad Management: Facebook Ads, Instagram Ads, LinkedIn Ads
- SEO & SEM: SEMrush, Keyword Research, On-page Optimization
- Programming Languages : Java, SQL
- Video Editing Tools: PowerDirector
- Project Tools: Eclipse, GIT, Jenkins
- Database Systems: Cassandra, Oracle, MySQL

## PROJECTS

- Ad Content Creations in Canva
- Visual Cryptography for Authentication
- Placement Cell Recruitment Process Management System
- Voice-Based Online Exam for Amputees

## PROFESSIONAL EXPERIENCE

### Social Media Manager & Content Creator

Self-employed | Abu Dhabi, UAE | Jan 2024- Present

- Managed social media content across Instagram, Facebook, YouTube, and LinkedIn.
- Leveraged AI tools to produce engaging, relevant content and optimize workflows.
- Implemented ad campaigns, increasing engagement by 30% and conversions by 20%.
- Produced and edited video content using PowerDirector, enhancing viewer retention by 15%.
- Utilized SEMrush to monitor and optimize SEO strategies, improving audience targeting and website traffic by 25%.

### Backend Java Developer | Trainee Engineer

IVTL Infoview Technologies Pvt. Ltd. | Chennai, India | June 2016 - Dec 2018

- Contributed to the development of ERP business modules in HR, Accounting, and Cloud Managed Services.
- Led the migration of databases from Oracle to Cassandra for the HUE-HR project, improving
- Managed a team of 6 developers, utilizing AI-prompted solutions to optimize coding processes and
- resolve issues.
- Tools: Eclipse, GIT, Jenkins, Virtual Machine