

# Sumanth GN

Digital Marketing Enthusiast — UI/UX & Cloud Fundamentals

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## Professional Summary

A motivated digital marketing enthusiast with hands-on experience in SEO, content strategy, and social media marketing. Combines technical expertise in UI/UX design and cloud fundamentals to create user-centric digital solutions. Seeking an entry-level position to apply my skills in driving business growth through data-driven marketing strategies.

## Technical Skills

### Digital Marketing

- **SEO:** On-page Optimization, Local SEO, Keyword Research, Technical SEO
- **Content Marketing:** Content Writing, Blog Creation, Copywriting
- **Social Media:** Content Strategy, Canva/Figma Designs, Engagement Analytics
- **Paid Advertising:** Google Ads Fundamentals, Meta Ads Basics, Google Ad Manager (GAM)
- **Analytics:** CTR, CPC, CPA, ROAS Tracking, Google Business Profile
- **Email Marketing:** Template Design, Campaign Strategy

### Technical Proficiencies

- **Cloud:** AWS (EC2, S3, VPC, IAM, Lambda, CloudFront)
- **DevOps:** Terraform (IaC), Docker, Git, Linux
- **UI/UX:** Wireframing, User Flows, Prototyping, Mobile App Design
- **Web Technologies:** HTML5, CSS3, Responsive Design

## Projects

### Raja Cycle Mart — Local Business Digital Transformation

↗️ Live Project: [sumanthygn-cloud.github.io/raja-cycle-mart](https://sumanthygn-cloud.github.io/raja-cycle-mart)

- Developed complete digital presence for local cycle shop, increasing online visibility and customer engagement
- Implemented Local Business Schema markup and on-page SEO, targeting "cycle repair Tumkur" keywords
- Optimized Google Business Profile with strategic CTAs, service categories, and local keywords
- Designed mobile-first website with clear navigation and service-focused content
- **Technologies:** HTML5, CSS3, SEO, Google Business Profile, Local SEO

### Professional Email Marketing Templates

↗️ Live Project: [sumanthygn-cloud.github.io/email-temp](https://sumanthygn-cloud.github.io/email-temp)

- Designed and developed 3 professional email templates following industry best practices
- Created promotional, urgency-driven, and storytelling email designs with responsive layouts
- Implemented psychological triggers (FOMO, social proof) for higher engagement rates
- Built modular components using HTML/CSS with cross-client compatibility
- **Technologies:** HTML5, CSS3, Email Marketing, UI/UX Design, Responsive Design

## Technical Projects

### AWS Cloud Infrastructure Deployment

- Architected and deployed secure VPC with public and private subnets
- Implemented static website hosting using S3 and CloudFront for global content delivery
- Configured Load Balancer with Auto Scaling for high availability
- Set up IAM roles and policies following security best practices
- **Technologies:** AWS VPC, S3, CloudFront, ELB, IAM, Terraform

### Serverless Application Development

- Developed serverless functions using AWS Lambda for backend processing
- Implemented CloudWatch for monitoring and log analysis
- Created infrastructure as code using Terraform for reproducible deployments
- Designed event-driven architecture for scalable applications
- **Technologies:** AWS Lambda, CloudWatch, Terraform, Serverless Architecture

### UI/UX Design Applications

- **Eco-Friendly Headphones App:** Designed sustainable product UI/UX with user-centered design principles
- **MedTech Healthcare Shopping App:** Created complete UX flow for medical e-commerce platform
- **Burger Delivery App:** Developed mobile UI for food delivery service with intuitive navigation
- **Technologies:** Figma, Wireframing, Prototyping, User Flow Design

## Professional Experience

### Global Service Desk Intern *DXC Technology, Bangalore*

Dec 2024 – Jun 2025

- Provided technical support and incident resolution for global users, maintaining SLAs
- Managed user access permissions and application monitoring across enterprise systems
- Generated operational reports and documented troubleshooting procedures
- Collaborated with cross-functional teams to improve internal workflow tools

## Education

### Master of Computer Applications (MCA) *Siddaganga Institute of Technology, Tumkur*

2022 – 2024

### Bachelor of Computer Applications (BCA) *Vidyavahini First Grade College, Tumkur*

2019 – 2022

## Certifications

- **UI/UX Design Certification** - Udemy
- **AWS Cloud Micro-Degree** - Micro Degree
- **Digital Marketing Fundamentals** - NIIT Foundation