KANNAN S

DIGITAL MARKETING MANAGER

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PROFILE SUMMARY

Digital Marketing Manager with 2+ years of experience in planning and executing digital marketing campaigns across education, healthcare, real estate, retail, startups, and Web3 industries. Hands-on experience in Google Ads, Meta Ads, SEO, social media management, content creation, graphic design, and video editing. Passionate about creating campaigns that generate quality leads, improve brand visibility, and support business growth. Experienced in managing multiple brands, handling end-to-end marketing activities, and working closely with teams to achieve marketing and admission goals.

EXPERIENCE

Ebenezer Group of Institutions **Digital Marketing Manager | Nov 2025 – Present**

I**nstitutions Managed:** Ebenezer Group of Institutions, YES College, Poornaa Pragna Institute of Nursing & Livingstone Foundation College of Nursing (Nagaland).

- Managed digital marketing for admissions, branding, and lead generation.
- Executed Google Ads and Meta Ads campaigns.
- Handled social media platforms, SEO, and website updates.
- Created creatives, reels, videos, and promotional content.
- Monitored campaign performance and optimized marketing activities.

Zenvayal Pvt. Ltd. **Digital Marketing Executive | Dec 2024 – Nov 2025**

Brands Managed: Zenvayal & AstroBlack

- Managed social media marketing and content campaigns.
- Created digital creatives, videos, and promotional materials.
- Supported lead generation and customer engagement initiatives.
- Improved brand visibility through strategic content marketing.

Naan Mudhalvan Scheme **Digital Marketing Trainer (Part-Time) | Jul 2025 – Oct 2025**

- Trained **2,000+** students in Digital Marketing.
- Conducted sessions on SEO, Google Ads, Meta Ads, and Social Media Marketing.
- Managed program reporting and student engagement.

JMJ Jewellers, Salem **Digital Marketing Executive | Jun 2024 – Oct 2024**

- Executed digital marketing campaigns for brand awareness and engagement.
- Managed social media content and promotional activities.
- Created marketing creatives and digital advertisements.
- Supported customer engagement through targeted campaigns.

Freelance Digital Marketer & Content Creator **2022 – Present**

- Managed 60+ client marketing campaigns.
- Delivered SEO, paid ads, social media marketing, and branding services.
- Created creatives, videos, and promotional content.

Mahendra Next Wealth IT India Pvt. Ltd. **Client Operations Executive | 2022 – 2024**

- Supported international client operations and reporting processes.
- Managed customer support and backend operational activities.
- Coordinated documentation and workflow management.
- Ensured quality service delivery and operational efficiency.

EDUCATION

MBA – Marketing Management (Distance Education)
Alagappa University, Karaikudi **2025 – 2027**

Bachelor of Commerce (B.Com)
Mahendra Arts & Science College **2019 – 2022**

CERTIFICATIONS

- Advanced Digital Marketing Certification – GUVI Zen Class
- Digital Marketing Certification – IPCS Global Institute, Salem

SKILLS

Performance Marketing

Google Ads, Meta Ads, Lead Generation, Conversion Optimization, Campaign Management, Audience Targeting

Social Media Marketing

Facebook Marketing, Instagram Marketing, LinkedIn Marketing, YouTube Marketing, Content Strategy

Design & Content Creation

Canva, Adobe Photoshop, Graphic Design, Video Editing, Reels Creation, Copywriting

LANGUAGES

- Tamil (Native)
- English (Fluent)
- Telugu (Conversational)

VALUE I DELIVER

- Lead Generation & Performance Marketing
- SEO & Social Media Growth
- Content Creation & Branding
- Google Ads & Meta Ads
- Graphic Design & Video Editing
- Campaign Optimization & Analytics