

KAVIN P

DIGITAL MARKETING & CREATIVE DESIGN SPECIALIST

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PROFESSIONAL SUMMARY

Creative, digital-first marketing specialist with an engineering foundation and 3+ years of structured corporate experience (6+ years combined with early B2B/logistics marketing work), spanning creative campaign development, paid social and search advertising, SEO, email automation, and AI-enabled marketing execution. Proven track record building brand assets, running Meta Ads and Google Ads campaigns, optimizing websites (WordPress/Elementor), and translating research and performance data into client-ready presentations and growth recommendations. Comfortable owning a project end-to-end — from market research and creative concept through campaign execution, analytics, and reporting — and currently completing an AI-Powered Digital Marketing certificate program (SP Jain School of Global Management & Simplilearn).

CORE COMPETENCIES

- **Creative campaign development**, ad copy, and visual concepts for social, email, and digital-first brand storytelling
- **Paid performance marketing** — Meta Ads and Google Ads (Search) campaign planning, budget management, and lead generation
- **SEO** — on-page, off-page, technical audits, keyword research, and emerging **AEO/GEO** (answer- and generative-engine optimization)
- **Website ownership** — domain registration, hosting, WordPress/Elementor site building, open-source software deployment, and UX optimization
- **Email marketing & automation** — Mailchimp, Mautic, Zoho Campaigns, segmentation, A/B testing, and retargeting
- **AI-enabled marketing** — Google Gemini and Claude for data analysis, reporting, presentation design, and content/video generation
- **Market, competitor, and consumer research** to inform brand positioning and go-to-market strategy
- **Presentation and pitch-deck design** for client-facing reviews, post-campaign reporting, and stakeholder communication
- **Cross-functional collaboration** with design, sales, product, and media teams across multi-country campaigns

PROFESSIONAL EXPERIENCE

Graphic Designer | IPPAI (Independent Power Producers Association of India)

Mar 2025 – Jun 2025

Bengaluru, India

- Designed event creatives for energy and power-industry conferences — banners, brochures, presentations, and social assets — aligned to sponsor and organizer branding.
- Developed visual communication materials for seminars and workshops, delivering on time for high-profile industry events.
- Designed and generated **100+ professional certificates** using **Adobe InDesign** with **data-merge automation**, and produced sponsor/client collateral (posters, business cards) for partner organizations.
- Authored a **website performance report**, **technical SEO audit**, and full-funnel **digital marketing strategy and budget plan (SMM, SEM, SEO, content marketing, landing pages, SMS)** for ippai.org, projecting **20–30% traffic growth** and **30+ qualified leads per month**.

Sr. Executive – Digital Marketing & Design | ALS India

Mar 2024 – Mar 2025

Bengaluru, India

- Created social banners, brochures, event creatives, and email assets in **Adobe Creative Suite** and **Mautic** supporting integrated marketing campaigns; received the **ALS Core Value Award** (Aug 2024).
- Built a **42-slide website performance and competitor benchmarking report** covering **263,002 visits** and **57,264 search visits** against Eurofins, SGS, Intertek, and Bureau Veritas.
- Reviewed a **10,000-page technical SEO audit (25,794 issues)** covering **on-page, off-page**, and metadata gaps, and used the findings to prioritize content and technical SEO fixes.
- Managed **Hostinger** web hosting, campaign email segmentation, and **A/B testing** to improve marketing performance metrics.

Marketing Specialist | ETTFOS

Sep 2023 – Feb 2024

UAE (Remote)

- Led email outreach and **automated workflows** through **Zoho** and **Mautic**; built and maintained **WordPress** websites, improving site UX to support lead engagement.
- Ran **market research**, **competitor analysis**, and **web scraping** for intelligence gathering; produced banners, social assets, email templates, and sales collateral.

Graphic Designer & SEO Executive | Asti Infotech

Jun 2022 – Sep 2023

Bengaluru, India

- Planned and executed **Meta Ads** and **Google Ads** campaigns (**~₹60,000 managed budget**) across 5 B2B technology product lines (TRAKOM, IMPRINT, AFM, VTMS), generating **15+ qualified leads** for the sales pipeline.
- Designed blog graphics, social creatives, promotional emailers, standees, and UI assets for offline and online B2B events.
- Executed and analyzed an **email retargeting campaign** — **3,835 sends, 1,238 reads (32.28% read rate), 481 unique clicks** — using campaign and Bitly tracking data.

- Performed **keyword research**, **on-page and off-page SEO**, metadata/FAQ optimization, internal/external linking, guest blogging, and database segmentation; compiled monthly acquisition reports across direct, email, referral, social, organic, paid search, and display channels.
- Presented **monthly digital marketing growth reports** to leadership and maintained daily work-tracking reports across the design and SEO workflow.

Digital Marketing Executive | Bright Bridge Infotech

Oct 2021 – May 2022

Coimbatore, Tamil Nadu, India

- Spearheaded **SEO**, **social media marketing**, and **Mailchimp** email campaigns with **A/B testing**, personalized content, and audience segmentation to boost open and click-through rates.
- Created SEO-friendly, visually compelling content for **Shopify** and **WordPress** sites and multiple social channels; produced brochures, presentations, and creative assets for Chinese and Russian markets.
- Used **Google Analytics**, **HubSpot**, and **SEMrush** to track performance and identify growth opportunities; managed **Shopify/WooCommerce** integrations and UX/UI enhancements to lift conversion.

Freelance Graphic Designer & Lead Generation Specialist | RR Brothers & Logistics

Sep 2018 – Sep 2021

- Ran real estate **Meta Ads** lead-generation campaigns on a **~₹30,000 weekly budget**, generating **200+ inquiries per week** at a strong cost-per-lead and ROI.
- Ran **Google Ads search campaigns** (**~₹80,000 monthly budget**) for logistics and real estate clients to drive high-intent inbound leads.
- Ran international **B2B lead-generation** and email outreach campaigns (including India–Australia container booking routes) using **Mailchimp** and **Zoho Campaigns**.
- Created **multilingual campaign creatives** (English, Hindi, Tamil, plus Chinese- and Russian-market adaptations), presentations, flyers, and social posters.
- Built, hosted, and deployed **WordPress** websites from scratch and maintained ongoing brand and web presence for clients.

EDUCATION

- B.E. Mechanical Engineering — Bannari Amman Institute of Technology (Anna University), First Class (2015 – 2018)
- M.E. CAD/CAM — Bannari Amman Institute of Technology (Anna University), First Class (2018 – 2020)
- In Progress: AI-Powered Digital Marketing Certificate Program — SP Jain School of Global Management (Dubai, Mumbai, Singapore & Sydney) & Simplilearn (Aug 2026 – Mar 2027, weekend live format) — covering AI-powered content, SEO, GEO/AEO, SEM, social media, marketing automation, and Excel/Power BI analytics

CERTIFICATIONS

- Adobe Certified Associate — Graphic Design & Illustration using Adobe Illustrator (Feb 2025)
- Generative AI Content Creation — Coursera (Jan 2025)
- Coursera: Digital Media and Marketing Strategies (Univ. of Illinois), International B2B Marketing (Yonsei Univ.), Prompt Engineering for ChatGPT (Vanderbilt Univ.)
- HubSpot Academy: Digital Marketing Certified, SEO Certified, Email Marketing Certified (2023)
- Simplilearn SkillUp: Digital Marketing Tools & Techniques, Digital Marketing Strategy, Digital Marketing for CXOs, Website UI/UX Designing using ChatGPT (2023)
- B2B Marketing — Simplilearn (Jul 2026) | Graphic Design Specialization — California Institute of the Arts
- ALS Core Value Award — ALS India (Aug 2024)

TOOLS & TECHNOLOGIES

- Marketing & Ads: Meta Ads Manager, Google Ads, Google Analytics, Google Search Console, HubSpot, Mailchimp, Mautic, Zoho Campaigns, Bitly, Unbounce
- SEO & Keyword Research: SEMrush, Moz, Ubersuggest, Serpstat, SE Ranking, Similarweb, Search Atlas, Mangools, SpyFu, Majestic, Answer The Public, SEOptimer, SEO SiteCheckup
- Web & Deployment: WordPress, Elementor, Shopify, WooCommerce, Hostinger, domain registration & DNS setup, open-source software installation & deployment, marketing-automation tool setup, HTML/CSS fundamentals
- Design & Creative: Adobe Illustrator, Photoshop, InDesign, Adobe XD, Adobe Express, Canva, Crello, Placeit, Pixelied, Snapied, Icons8, Flaticon
- Stock, Video & Audio Assets: Envato Elements, Freepik, iStock, Depositphotos, Rawpixel, 123RF, YAY Images, Stockimg.AI, Storyblocks, LovePik, InVideo, Podcastle, Epidemic Sound
- AI & Writing Tools: Google Gemini, Claude (analytics, reporting, presentation & video generation), Grammarly, QuillBot, Wordtune, ProWritingAd, Writecream, VidIQ, Power BI (in progress)
- Presentation & Learning: Microsoft PowerPoint, Slidebean, SlideShare, Scribd, Everand, LinkedIn Learning (Lynda), Skillshare
- Cost-efficient tool-stack management: sourced and administered a 70+ tool SEO, design, and AI marketing stack via bundled licensing (ToolzBuy) to reduce software spend

LANGUAGES

English (Fluent) | Tamil (Native) | Multilingual campaign creative production: Hindi, Chinese, Russian (adapted, non-native)

DESIGN & DIGITAL MARKETING PORTFOLIO

Live, browsable work samples — kavin.pro

Main Portfolio <https://kavin.pro/>

Central hub linking every collection below.

General Design Portfolio <https://kavin.pro/portfolio-designs/>

Brand, social, and campaign creative work, including the Asti Infotech email and retargeting campaign designs.

ALS Corporate Design <https://kavin.pro/designs-als/>

Event, brochure, and campaign design plus the 42-slide website performance and competitor SEO analysis built for ALS India.

Logistics Design <https://kavin.pro/logistics-design/>

Sector-focused brand communications for logistics and freight/container-booking clients.

Real Estate Design <https://kavin.pro/realestate-design-assignment/>

Industry assignment and visual concept work for real estate lead-generation campaigns.

Presentation Design <https://kavin.pro/presentation-design/>

Business, marketing, and event decks, including client-facing pitch and post-campaign report decks.

Website Layouts <https://kavin.pro/portfolio-websites/>

Responsive WordPress/Elementor web and UI layout work.

Certifications & Credentials <https://kavin.pro/certification/>

Professional learning and certification records.