

HRIDHYA GIRISH M

DIGITAL MARKETING SPECIALIST |

MULTIMEDIA & CREATIVE CONTENT PROFESSIONAL

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Visa Status: Family Visa | Driving License



SUMMARY

Results-driven Digital Marketing Specialist with a strong foundation in multimedia communication, creative design, and performance-based marketing strategies. Skilled in SEO, content development, social media management, and visual storytelling to drive brand engagement and online visibility. Experienced in executing digital campaigns, optimizing search rankings, and producing high-impact multimedia assets using Adobe Creative Suite. Passionate about blending analytics with creativity to deliver measurable marketing outcomes and enhance digital presence.

WORK EXPERIENCE

Digital Marketing Intern

The Kreative Academy | July 2025 – Present

- **SEO Optimization & Keyword Strategy:** Conduct in-depth keyword research, on-page and off-page SEO, and search intent analysis to improve organic visibility and SERP rankings.
- **Content Marketing Development:** Create SEO-friendly blogs, landing page copy, and multimedia content aligned with audience personas, brand voice, and conversion goals.
- **Campaign Execution & Performance Marketing:** Plan and implement simulated digital campaigns across social media and web platforms to understand customer journey, lead generation, and engagement funnels.
- **Web Analytics & Data Interpretation:** Monitor KPIs using Google Analytics and reporting tools to track traffic, bounce rates, CTR, and campaign ROI for data-driven optimization.
- **Social Media Strategy & Management:** Develop content calendars, optimize posts for reach and engagement, and apply platform-specific strategies for Instagram, Facebook, and LinkedIn marketing.
- **Multimedia Content Production:** Design graphics, edit videos, and produce motion-based creatives using Adobe Creative Suite to enhance storytelling, brand awareness, and digital engagement.

Digital Marketing & Graphic Design Intern

ATEES Industrial Training Company | May 2021 – July 2021

- **Digital Campaign Support & Execution:** Assisted in implementing digital marketing strategies including backlink building, online promotions, and content distribution to strengthen brand presence.
- **Search Engine Optimization (SEO):** Performed site audits, keyword mapping, and competitor analysis to improve website indexing, ranking performance, and domain authority.
- **Graphic Design & Visual Branding:** Designed marketing collateral, social media creatives, infographics, and advertisements using Photoshop, Illustrator, and InDesign.
- **Content Creation & Copywriting:** Produced engaging written and visual content optimized for SEO, user engagement, and consistent brand communication across digital channels.
- **Performance Tracking & Reporting:** Analyzed ranking reports, monitored engagement metrics, and supported optimization efforts through data-driven marketing insights.
- **Multimedia Editing & Creative Production:** Developed video edits, promotional visuals, and digital assets to support integrated marketing campaigns and enhance audience experience.

EDUCATION

- **Master of Arts (MA)- Multimedia Communication**
University of Calicut, Kerala | 2019 – 2021
- **Bachelor of Arts (BA) - Mass Communication & Journalism / Visual Communication**
University of Calicut, Kerala | 2016 – 2019

CERTIFICATIONS

- **Digital Marketing Certification** – HubSpot Academy | Valid: Sept 2025 – Oct 2026
 - Inbound marketing, lead nurturing, CRM workflows, and campaign automation.
- **Fundamentals of Digital Marketing** – Google Skillshop | Completed: Sept 2025
 - SEO, SEM, analytics, and online advertising best practices.

TECHNICAL SKILLS

- **Digital Marketing Tools:**
Google Analytics (Basic), SEO Tools, CRM Platforms, Google Workspace
- **Creative & Multimedia Software:**
Adobe Photoshop | Illustrator | InDesign | Premiere Pro | After Effects | Dreamweaver
- **Additional Tools:**
Autodesk Maya | Content Management Tools | Web Publishing Platforms

CREATIVE & MULTIMEDIA EXPERTISE

- Visual Storytelling, Concept Development, and Script Planning
- Videography, Editing, Color Grading, and Sound Design
- Motion Graphics, Animated Content, and Explainer Videos
- Branding, Layout Design, and Infographic Creation
- Photography, Composition, and Image Editing

PERSONAL SKILLS

- Leadership & Team Coordination
- Communication Skills
- Problem-Solving Ability
- Decision-Making
- Adaptability & Flexibility
- Time Management & Critical Thinking
- Attention to Detail
- Conflict Resolution
- Stress Management
- Multitasking Ability
- Interpersonal Skills
- Commitment & Reliability
- Quick Learning Ability
- Positive Attitude & Work Ethic

LANGUAGES

- English
- Malayalam
- Tamil