

CONTACT



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4B, 7th block , Natwest aura,
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SKILLS

- **SEO (Basics)**
- **SMM**
- **Content Development.**
- **project coordination**
- **canva - desinging**
- **client handling**

EDUCATION

Sai Ram Engineering College
Chennai
June 2015 – May 2017
MBA
Meenakshi College
June 2012 – April 2015
B.Com (General)

CERTIFICATIONS

Digital Marketing Certificate
Hubspot Academy
April 2024

Diploma in Fashion Design
Dream Zone Institute
July 2017 – August 2018

Languages

★★★★☆ English
★★★★★ Tamil
★★★★☆ Hindi
★★★★☆ Telugu

Date of Birth: 30-04-1995

Nationality: Indian

Hobbies: Learning new languages,
creativity, crafting, nature gazing,
music, dancing, travelling

LAKSHYA RAMAN

DIGITAL MARKETER

SUMMARY

Digital Marketing Executive with 2 years of experience in social media management, client coordination, team handling, and basic SEO and campaign execution. Previously worked 2 years in HR recruitment, strengthening my communication, coordination, and organizational skills. A proactive professional with hands-on experience in managing digital projects and supporting campaign performance.

WORK EXPERIENCE

- Worked as Project coordinator in Yung Media from Dec 2024 to August 2025
- worked as a digital marketing Trainee in Zgrow Solutions June 2024- September 2024
- worked as Marketing Executive(freelance) in Amazing Nova Homes (U.S. Real Estate) from June 2023 to May 2024
- worked as an HR Executive in iSearch Consulting from November 2020 to October 2021
- worked as HR Recruiter in Power IT Services from September 2018 -to December 2019

Roles and Responsibilities

- Developed and curated tailored content for social media calendars and blogs across diverse industries, including healthcare, hospitality, NGOs, fertility clinics, real estate, lifestyle coaching, cool roof solutions, education and colleges.
- Designed visually compelling content such as posters and newsletters to support brand awareness.
- Conducted in-depth market research and competitive analysis to identify opportunities, drive lead generation,if necessary.
- Had a basic knowledge of General SEO and meta ads on how to work on it
- Applied basic design editing skills using Canva to enhance multimedia content.
- Acted as a liaison with clients to ensure work was aligned with brand objectives and delivered to expectations.
- Collaborated with designers and editors to maintain project timelines and ensure consistent, high-quality output.
- Responsible for preparing month-end client reports to ensure accurate analytics and performance tracking.

Date:

Time:

Place:

SIGNATURE