

JINESH M

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Professional Summary

Digital Marketing Executive with 1 year of project-based experience in a digital marketing agency. Skilled in Social Media Marketing, Content Calendar Planning, Poster Design, and Short-form Video Creation. Experienced in managing client social media accounts, analysing performance metrics, and implementing organic growth strategies. Knowledgeable in SEO fundamentals, keyword research, and content optimization. Proficient with Canva, WordPress, SEMrush, and AI video tools.

Skills & Tools

Social Media Marketing, Content Marketing, Content Calendar Planning, Audience Engagement, SEO Fundamentals, Keyword Research, On-Page SEO Basics, Organic Marketing, Canva, WordPress, SEMrush, Video Editing, AI Video Tools, Facebook, Instagram, LinkedIn

Professional Experience

Social Media Executive (Project Experience Certificate) – Nexxa Corporates, Digital Marketing Agency | 2025 – 2026

- Managed multiple client social media accounts across Facebook, Instagram, and LinkedIn
- Developed and maintained monthly social media content calendars for client brands
- Created short-form marketing videos and AI-assisted video content for campaigns
- Analyzed social media accounts to identify engagement and growth opportunities
- Monitored performance metrics including reach, impressions, and engagement rate

Key Projects

Client Social Media Growth Projects – Nexxa Corporates

- Managed client social media content creation and publishing
- Planned content strategies to increase organic reach and engagement
- Designed social media creatives and promotional visuals
- Produced short-form marketing videos for social platforms
- Conducted social media performance analysis and competitor observation

Personal Website SEO Project – jineshnarayanan.com

- Developed and managed a personal website using WordPress
- Published digital marketing and SEO-related content
- Applied basic on-page SEO techniques including keyword optimization

Certifications

Google Ads Certification, HubSpot Certification, SEMrush Certification

Education

- Digital Marketing Certification – Nexxa Digital Academy (2024 – 2025)
- BBA Finance – Calicut University (2020 – 2023)

Professional Development

Continuously developing expertise in digital marketing, SEO, and content creation through practical learning. Skilled in Adobe Photoshop, CapCut, DaVinci Resolve, AI tools, SEO tools, keyword research, and organic growth strategies to improve digital marketing performance and online visibility.