

YADHU P M

DIGITAL MARKETER

✉ yadhupm2004@gmail.com ☎ 7510394687 📍 Ramanattukara, India 🔗 Website 🌐 LinkedIn

PROFILE

Digital Marketing Professional specializing in Search and Social Media Marketing. 6 months of experience executing paid ad campaigns, managing SEO audits, and developing WordPress websites. Adept at using design tools to create engaging brand stories while monitoring analytics to ensure campaign performance and growth.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern, Softroniics

08/2025 – 02/2026

Calicut

- Gained hands-on experience in Digital Marketing strategies including SEO, Social Media Marketing (SMM), and Content Creation
- Worked on Search Engine Optimization (SEO) including on-page optimization, keyword research, and basic website optimization
- Learned the fundamentals of Google Ads, including campaign setup, keyword targeting, and performance tracking
- Created engaging poster designs using Canva for social media and marketing campaigns
- Supported content planning and scheduling for social media platforms
- Developed an understanding of brand visibility, audience targeting, and digital growth strategies

EDUCATION

Diploma In Computer Engineering, Kerala Government Polytechnic College

2022 – 2025

Kozhikode

SKILLS

Technical Skills

- SEO
- SMM
- Google Ads
- Meta Ads
- WordPress
- Canva
- Designing

Soft Skills

- Creativity
- Team Work
- Communication
- Problem Solving
- Time management

LANGUAGES

- English
- Malayalam