

VINOD KANNA M

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with hands-on experience in social media management, SEO optimization, and digital campaign execution. Proficient in Google Analytics, Meta Ads, and Google Ads with proven ability to support campaign planning, execution, and performance tracking. Certified in AI-Integrated Digital Marketing with strong foundation in content creation and marketing automation. Eager to contribute to team success through practical learning and consistent performance.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

May 2026 – July 2026

Kuoda Digital Solutions

- Assisted in conducting competitor analysis and market research to identify content ideas and digital marketing opportunities.
- Designed social media posts and promotional creatives for Instagram and Facebook using Canva.
- Supported the setup and management of Meta Ads (Facebook & Instagram) campaigns, including audience selection, ad creatives, and basic performance monitoring.
- Helped optimize Google Business Profile listings and assisted with local SEO activities to improve online visibility.
- Monitored campaign performance and prepared basic reports using key marketing metrics.
- Collaborated with the digital marketing team on client projects, content creation, and lead generation activities while gaining hands-on experience with digital marketing tools and strategies.

EDUCATION

Professional Diploma in AI Integrated Digital Marketing

2024 – 2025

Sree Sankaracharya Computer Centre

Kerala, India

Covered SEO, Meta Ads, Google Ads, Social Media Marketing, Content Strategy, Email Marketing, Analytics, and AI integrated marketing tools.

Higher Secondary School Certificate (Commerce)

2022

Moothedath Higher Secondary School

Taliparamba, Kerala

SKILLS

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|------------------------------------|-------------------------|
| • Search Engine Optimization (SEO) | • Email Marketing |
| • Semrush | • Canva |
| • Google Ads | • Lead Generation |
| • HubSpot | • Microsoft Excel |
| • Meta Ads | • Campaign Planning |
| • Keyword Research | • Adobe Photoshop |
| • Google Analytics 4 (GA4) | • Campaign Optimization |
| • Content Marketing | • Adobe Illustrator |
| • Google Search Console | • Brand Audit |
| • Social Media Marketing | • Adobe Premiere Pro |
| • WordPress | • Market Research |

PROFESSIONAL CERTIFICATIONS

Foundations of Digital Marketing & E-commerce – Google (Coursera)	Google Ads Search Certification – Google 2025
From Likes to Leads: Interact with Customers Online – Google	Content Marketing Certification – HubSpot Academy
SEO Essentials with Semrush — Semrush Academy	Attract & Engage Customers with Digital Marketing – Google

LANGUAGES

English Highly Proficient — Professional Working	Malayalam Native
Tamil Conversational	

PROJECTS

SEO & Website Management – Personal Portfolio vinodkanna.com	01/2026 – Present
- Architected and deployed a professional portfolio website fully optimised for search discoverability, indexing performance, and personal brand visibility. - Executed continuous on-page optimisations, structured URL configurations, and semantic keyword mapping to improve target keyword rankings. - Monitored traffic funnels, Core Web Vitals, and index alignment using Google Analytics 4 and Google Search Console.	
Social Media Marketing & Creative Execution Freelance / Academic Project	01/2026
- Designed organic social media frameworks using audience persona targeting to build community trust and consistent brand identity. - Produced multi-channel digital marketing creatives and promotional assets using Canva, Adobe Photoshop, and Adobe Illustrator.	
Brand Audit & Market Analysis – Portronics (Case Study)	2025
- Executed a comprehensive data-driven audit covering competitive visibility, backlink gaps, and multi-channel digital footprint health. - Directed a structured SWOT analysis — identified 5 key SEO visibility gaps and produced 8 strategic recommendations to improve search capability and content reach.	