

VINOD KANNA M

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 Taliparamba, Kerala, India
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 vinodkanna.com
 Available to Relocate • Dubai, UAE

PROFESSIONAL SUMMARY

Effective Digital Marketing skilled with practical experience in SEO, Meta Ads, social media marketing and web analytics with an active internship at Kuoda Digital Solutions. • Proven success in on-page optimisation, competitor analysis, Meta Ads campaign management and optimisation of Google Business Profiles on live client projects. Including a Professional Diploma in AI Integrated Digital Marketing Seeking entry-level digital marketing positions in Dubai, UAE, and ready to relocate right away.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

Kuoda Digital Solutions • India

May 2026 – July 2026

- performed a thorough competitive analysis and market research to uncover content gaps and digital growth opportunities across client campaigns
- Created social media content, marketing creatives, and promotional assets for Instagram and Facebook brand channels using Canva
- Supported Meta Ads (Facebook & Instagram) campaign execution including audience targeting, preparing ad creative and tracking performance
- Increased clients' local search rankings through optimised Google Business Profile listings and local SEO strategies
- Monitored campaign KPIs across channels and built clear performance reports with data-driven recommendations for team and client review
- Assisted cross-functionally with the digital marketing team on client projects, lead gen initiatives and multi-channel campaign delivery

PROJECTS

SEO & Website Management – Personal Portfolio

Jan 2026 – Present

vinodkanna.com

- ▶ 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

Jan 2026

Freelance / Academic Project

- ▶ 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

SKILLS

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

EDUCATION

- Professional Diploma in AI Integrated Digital Marketing**

Sree Sankaracharya Computer Centre · Kerala, India

2024-2025
- Covered SEO, Meta Ads, Google Ads, Social Media Marketing, Content Strategy, Email Marketing, Analytics, and AI-integrated marketing tools
- HigherSecondarySchoolCertificate(Commerce)**

Moothedath Higher Secondary School · Taliparamba, Kerala

Completed 2022

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)