

# VINOD KANNA M

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**Available to Relocate • UAE**

## PROFESSIONAL SUMMARY

Digital Marketing professional with practical experience in SEO, Meta Ads, social media marketing, and web analytics through an internship at Kuoda Digital Solutions. Skilled in on-page SEO, competitor analysis, Meta Ads campaign management, and Google Business Profile optimization through live client projects. Holds a Professional Diploma in AI Integrated Digital Marketing and is seeking entry-level Digital Marketing opportunities in UAE, with immediate relocation availability.

## PROFESSIONAL EXPERIENCE

### Digital Marketing Intern

May 2026 – July 2026

*Kuoda Digital Solutions • India*

- Worked on real client Meta Ads campaigns across multiple industries.
- Assisted in planning, setting up, monitoring, and analyzing Facebook & Instagram advertising campaigns.
- Worked with Instagram Profile Visit, Messaging, and Lead Generation campaign objectives.
- Monitored key metrics including cost per result, leads, messaging conversations, profile visits, and ad spend.
- Worked on audience targeting and campaign performance analysis.
- Contributed to campaigns with ₹26,394+ total ad spend across documented campaigns.
- Worked on a lead generation campaign that generated 173 leads at ₹21.40 per lead.
- Worked on messaging campaigns generating 536 and 625 conversations.

## SKILLS

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

## 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 WebVitals, and index alignment using Google Analytics 4 and Google Search Console.

### Meta Ads Strategy & Audience Research — Prestige Group

July 2026

- Developed a Meta Ads strategy for premium home buyers and NRI property investors.
- Conducted audience and buyer persona research based on demographics, interests, income and locations.
- Recommended campaign objectives and Meta interest targeting for lead generation.
- Conducted competitor analysis and developed Facebook & Instagram marketing recommendations.

Competitor Analysis Project — Learn English in Kerala

June 2026

- Conducted competitor research across Facebook, Instagram and websites
- Analyzed Meta Ads activity and competitor positioning
- Researched SEO keywords and Google SERP competitors
- Identified direct competitors and market opportunities

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.

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

HigherSecondarySchoolCertificate(Commerce)

Completed 2022

Moothedath Higher Secondary School • Taliparamba, Kerala

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)

Available immediately for relocation • Open to visa sponsorship