

VINOD KANNA M

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PROFESSIONAL SUMMARY

Digital Marketing professional with hands-on experience in Meta Ads, social media marketing and web analytics, gained through 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. Holds a Professional Diploma in AI Integrated Digital Marketing and is seeking entry-level digital marketing opportunities.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

May 2026 – July 2026

KuodaDigitalSolutions • 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

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

EDUCATION

Professional Diploma in AI Integrated Digital Marketing

2024 – 2025

SreeSankaracharyaComputerCentre • 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)

Completed 2022

MoothedathHigherSecondarySchool • Taliparamba, Kerala

PROJECTS

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.

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.

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.

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

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)