

# Prasanth Kumar

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[Personal Website](#)

## Professional Summary

I bring hands on experience in organic content marketing, social media management, SEO, and content creation skills Which I have applied while I work for a seasonal author and managing Instagram/YouTube at my last job. I improved lead sources organically by optimizing new marketing channels and collaborated with teams. Beyond my role, I volunteered on projects, learned design and video editing, and consistently upskilled which reflecting my adaptability and eagerness to contribute in a creative, growth and friendly environment.

## Education

**Salem Sowdeswari College, Periyar University**

Jun 2019 – Jul 2022

**Salem, TN**

BACHELOR OF COMMERCE IN CORPORATE SECRETARYSHIP

Concepts: Business Management, Company Law, Corporate Accounting, Secretarial Practice, Income Tax Law

## Experience

**DNA Studio**

Oct 2024 – Sep 2025

Accounts and Social Media Executive

- Optimized new marketing channels for organic growth through events, referrals, and Instagram.
- Managed client relationships at DNA Studio, ensuring satisfaction and generated repeated referrals.
- Managed paid ads and platforms to optimize for leads and created engaging contents.

**Inmakes Infotech Pvt. Ltd**

Aug 2023 – Nov 2023

Digital Marketing Intern

- Applied the Google Ads and Meta Ads with effective targeting options and optimized performance.
- Developed social media strategy and worked on content creation and account management.
- Created a digital marketing campaign plan and conducted a case study about a business.

## Projects

**Social Media Management for Wedding Studio**

Nov 2025 – Present

Created accounts in Instagram and YouTube along with Google Business Profile and Optimized with keywords and links. Developed a content strategy for 2 platforms and managing the Meta ads for lead generation campaign.

**Instagram Marketing for Seasonal Author**

Feb 2024 – May 2024

Developed a content strategy, optimized the Instagram profile, and grew the client's audience, gaining 500+ followers in 3 months, boosting sales by 15%, and building an active WhatsApp community that increased leads.

## Key Skills

Content Creation, Market research, Competitive Analysis, Content Marketing, **Client handling**, Digital Marketing, Meta Ads, Google ads, **Social Media Management**, **Project Management**, Sales and Marketing.

## Specialization Courses

Foundations of Digital Marketing and Ecommerce (Courses), Inbound Marketing (HubSpot) **Advertising with Meta (Coursera)**, **Meta Social Media Management (Coursera)**,

B2B Marketing (Coursera), AI Foundations and Prompt Engineering – Naan Mudhalvan.

## Interests

Hobbies: Entrepreneurship, Marketing, Sales, Management, Content Creation, National Cadet Corps, Student NGO – District Secretary, Books, Podcasts, Travel.