GANASREE K. R.

Digital Marketing Executive

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PROFESSIONAL SUMMARY

Creative Graphic Designer & Digital Marketing Professional with a Master's in Multimedia (2nd Rank, Calicut University) and 2+ years of combined experience in academia, design, and marketing. Began career as an Assistant Professor (Majlis Arts and Science College and JDT Islam Arts and Science College), honing skills in visual communication and design pedagogy. Transitioned to professional design at Digiblock Network Pvt. Ltd. (till 2022), delivering high-impact branding, digital media, and print collateral solutions. Currently expanding expertise in Digital Marketing and Social Media Management, adept at leveraging creativity and strategy to boost brand presence. Skilled in Adobe Creative Suite, typography, and digital marketing tools, with a passion for merging technical precision with artistic innovation.

💼 PROFESSIONAL EXPERIENCE

Global Education Campus | Kozhikode

Social Media Manager | September 2025 - currently working

- Planned and executed digital marketing strategies that increased brand awareness and engagement by 40%.
- Created high-quality content and managed monthly content calendars across social media and web platforms.
- Analyzed campaign performance using Google Analytics and Meta Insights to improve ROI by 25%.
- Managed paid ads (Google Ads, Meta Ads) and optimized SEO to boost website traffic and conversions.
- Engaged with online communities, responded to feedback, and collaborated with influencers to enhance brand reach.
- Utilized tools such as Canva, Hootsuite, Meta Business Suite, and Mailchimp for content creation, scheduling, and reporting.

Digiblock Network pvt ltd | Kozhikode

Social Media manager Cum Graphic Designer | March 2022 – August 2025

- Led the company's visual branding as the primary graphic designer, creating high-quality designs for digital and print media to enhance Digiblock's market presence.
- Revamped website visuals (icons, infographics) to ensure a modern, user-friendly experience aligned with brand identity.
- Collaborated with the marketing and web development teams to ensure design consistency across all platforms.
- Developed brand guidelines (color schemes, typography, logo usage) to maintain a cohesive corporate identity.
- Managed multiple projects under tight deadlines while maintaining high creative standards.

Tools Used: Adobe Photoshop, Illustrator, Canva, Meta Business Suite, Google Analytics, Meta Insights, LinkedIn Analytics, Meta Ads Manager, Google Ads, SEMrush, Ahrefs

JDT Islam arts and science college | Kozhikode, Kerala

Assistant Professor | December 2021 - February 2022

- Planned and delivered lectures on graphic design, branding, and fundamentals of digital marketing.
- Designed and implemented practical projects using tools like Adobe Photoshop, Illustrator, Canva, and Autodesk Maya.
- Taught content creation strategies, social media marketing basics, and content calendar planning.
- Guided students on SEO, online advertising, and analytics using Google Tools and Meta Business Suite.
- Supervised student projects, fostering creativity, visual communication, and digital marketing skills.
- Organized workshops and seminars that improved student engagement and industry readiness by 35%.

Majlis Arts and Science College | Malappuram, Kerala

Assistant Professor | September 2021 - December 2021

- Planned and delivered lectures on design principles, typography, branding, and visual communication.
- Taught practical courses using Adobe Photoshop, Illustrator, InDesign, and Canva.
- Developed creative assignments and projects to enhance students' design thinking and portfolio quality.
- Guided students in applying design concepts to real-world branding and marketing projects.
- Mentored students on color theory, layout design, and digital illustration techniques.
- Organized design workshops, exhibitions, and critiques to encourage innovation and professional growth.

TECHNICAL SKILLS

Design Tools:

- Adobe Photoshop,
- Illustrator
- InDesign
- Canva
- CorelDRAW

Digital Marketing:

- Social Media Marketing
- Content Creation & Calendars
- SEO/SEM
- Google Analytics
- Google Ads
- Meta Ads
- Email Marketing
- Social Media Scheduling Tools (Hootsuite, Buffer).

SOCIAL MEDIA PRESENCE

Facebook - Thakarppan Mysteries
(6.1K+ followers)
Informative and entertainments
YouTube - CineKatha Malayalam
(1K subscribers)
Informative and entertainments

EDUCATION

MA Multimedia
Little Flower College, Guruvayour
Calicut University
2018 - 2021
2nd rank holder

Bachelor of Multimedia and communication
Malabar College of Advanced Studies, Vengara
Calicut University
2015 - 2018

CERTIFICATIONS

Digital Marketing (Pursuing)

Skillmount Education   2025

CORE COMPETENCIES

- Visual Communication & Creative Design
- Branding & Digital Identity Development
- Content Creation & Content Calendar Management
- Social Media Strategy & Community Engagement
- SEO, SEM & Analytics for Campaign Optimization
- Paid Advertising (Google Ads, Meta Ads)
- Graphic Design Tools: Adobe Suite, Canva, Figma, CorelDRAW
- Project Management & Student/Team Mentorship