

SETHUMADHAVAN VK

Digital marketing | UX design

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Professional Summary

Digital marketing expert with immense experience in developing and executing successful digital marketing campaigns. Adept at leveraging SEO, PPC, social media, email marketing, and content strategies to drive traffic, engagement, and conversions. Proven track record of increasing brand awareness and achieving key performance metrics.

Work experiences

Digital marketing expert—Freelancer, Kochi, India

March 2023 - Present

- Collaborate with cross-functional teams to launch new products and services.
- Created and implemented SEO strategies, increasing organic traffic by 50%.
- Managed PPC campaigns, achieving 20% conversion rate.
- Developed and executed social media strategies, growing followers by 500%.
- Analyzed campaign performance, providing data-driven insights to inform future strategies.

Graphic user interface designer—Khaleej Neon LLC, UAE, Sharjah

February 2020 – March 2023

- Designed and delivered digital experience implementations focusing on improving relevance and customer satisfaction.
- Conducted continuous benchmark and research to ensure best-in-class digital experiences.
- Developed sketches, wireframes, visual designs, and high-fidelity interactive prototypes.

Graphic user interface designer—Wipro Ltd, Bangalore

May 2013 – July 2019

- Created sketches, wireframes, visual designs, and high-fidelity interactive prototypes.

- Collaborated with product managers, developers, and other stakeholders to understand requirements and goals.
 - Designed and implemented digital experiences to drive research and benchmark improvements.
 - Prototyped user interfaces for implementation teams.
 - Integrated copy and creativity across digital touchpoints.
 - Built user journeys based on data and digital simplicity.
 - Built and maintained web and app design systems.
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Education

- UX Design for Web and Mobile
Bridge UX, Bangalore, 2018
- Diploma in Graphic Design
TAFE, Queensland, 2012
- Bachelor's Degree
Calicut University, 1998

Skills

- User Experience Design
- User Interface Design
- Prototyping
- Search Engine Optimisation
- Digital Marketing
- Social Media Marketing
- WordPress Website Development
- Wireframing

Tools

- Photoshop, Illustrator, WordPress, Figma, Adobe XD & After Effects.
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Volunteering

Art Dubai – March 2022
Dubai Design Week – November 2022

Languages

English & Français