

Chethan Kumar A S

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SUMMARY:

Created responsive websites using WordPress and Elementor libraries and designed logos, videos and application mockup using XD, After Effects, Photoshop, Illustrator for various clients across domains. Also helped brands to improve their digital presence through digital marketing (SEO, Paid Ads, Social Media Marketing).

SKILL SET:

Design Skills

- Logo Design
- Illustration
- Video Editing
- WordPress Website Building
- UI/UX Design

Marketing Skills

- Social Media (FB, Insta, LinkedIn)
- Search Engine Optimization(SEO)
- MailChimp
- Google Analytics
- Social Media Ads
- Google Ads

EXPERIENCE:

Oct 2018 - Present **Freelance - Bangalore, India**

Graphic Design and WordPress Website Designer (<https://chethankumaras.com>)

- Meet with clients either in person or online in order to discuss the scope of different projects.
- Advise clients on the best design and digital strategies to use for their particular products and desired audiences.
- Create unique images, explainer videos, audio messages, illustrations, and logos for customers.
- Review all projects to ensure the end product is error free.

Ensure 100 percent customer satisfaction by presenting art to clients and giving a chance for feedback.

Oct 2019 - Nov 2020 **MyLeaders Technologies**

Graphic Designer (Ideation, Design and Marketing)

- Worked in sync with founders and development agency to design a web app for MyLeaders.
- Designed mobile and web app design from scratch understanding the requirements of users and the company.
- Overhauled MyLeaders website to optimize the user experience.
- Built and maintained professional relationships with external app development agencies to get the web-app built as designed.

Nov 2017 - Jan 2019 **RecoSense Infosolutions**

Marketing Manager

- **Website Redesign:** Re-designed the entire website using Wordpress, Adobe Photoshop, Illustrator etc. Did A/B analysis of website analysis before taking the above test.
- **Graphic Design:** Designed various social media posts like Presentations for investors, infographics, feature description, GIFs, icons etc.
- **Video Design:** Ideated and designed product video, explainer videos.

- **Inbound Marketing:** Developed and implemented online marketing strategies that increased the average qualified lead generation from around 2 a month to 23 a month in a space of 11 months, through paid and organic. (Google Adwords, social media retargeting, email marketing, content marketing, Magento marketing etc.)
- **Strategies:** Worked with the management and executed strategies for content development in sync with the marketing goals. Suggested company in choosing the right marketing tools for analysis of the product.
- **Paid Marketing:** Successfully ran paid ads on Google and GoDaddy to boost the lead generation process.
- **Analysis:** Did various using tools like Google Analytics, Heap Analytics, Hotjar etc., and identified areas to optimize marketing performances and reduce user drop-off points.

Jul 2016 - Oct 2017 **Idealise - A Digital Marketing Agency**

Digital Marketing Executive

- **Paid Marketing** (Google AdWords, Facebook, Instagram, LinkedIn): Ran paid campaigns with profitable results for various B2B and B2C clients. One of the best results I could achieve was to reduce the CPA by 22%.
- **Inbound Marketing** (SEO, SEM, SMM etc): Generating leads through various campaigns on different mediums. Had an opportunity to work for various clients across sectors like schools, SaaS product companies etc.
- **Graphic Designing and Content Creation:** Wrote blogs, Ad copies to optimize the campaigns and yield better results. Designed collaterals using Adobe Suits that were required to improve brand awareness on social media platforms.

Jan 2016 - Mar 2016 **Fullerene Solution Pvt. Ltd.**

Social Media Marketing Intern

- Involved in designing and executing social media campaigns to build brand awareness and increase app installs on Facebook, Twitter, Instagram.
- Assisted the marketing team to automate activities using HootSuite.

GRAPHIC TOOLS:

- Photoshop
- Illustrator
- XD
- After Effect

EDUCATION:

Jul 2014 - May 2016 **PES University, Bangalore**

MBA, Marketing

Interned with **GE Healthcare Life Sciences** and worked on building a value proposition for the GE products and machinery.

Involved with **PES Institute of Medical Sciences and Research**, to do market research on the customer awareness and relationship about the facilities provided by the institute.

Jul 2010 - May 2014 **Visvesvaraya Technological University, Bangalore**

BE, Electrical and Electronics

Worked on a project with **Hindustan Aeronautics Limited (HAL)**, to automatically calibrate the sensitivity of Accelerometer which has loosened its original sensitivity, so as to design the accelerometer for an accurate measurement using a software called LabView.