HARISHMA K.G.

DIGITAL MARKETING PROFESSIONAL

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PROFESSIONAL SUMMARY

Digital Marketing professional building practical skills in social media marketing, content strategy, email marketing, SEO fundamentals, paid advertising, market research, and AI-assisted marketing workflows. Hands-on practice includes email marketing automation using Brevo, Mailchimp, content calendars, keyword research, website audits, and campaign planning for LinkedIn Ads, Meta Ads, and Google Ads. Brings 3+ years of Operations experience in client relationship management, cross-functional coordination, social media/content workflows, project delivery, and data-driven reporting.

DIGITAL MARKETING SKILLS

Social Media Marketing | Content Marketing | Content Strategy | Content Calendar Planning | Email Marketing | Email Marketing Automation | Market Research | Competitor Research | Buyer Persona Development | Marketing Funnel Strategy | Keyword Research | Website Audit | SEO Fundamentals | Local SEO | Off-Page SEO | LinkedIn Ads | Meta Ads | Google Ads | AI-Assisted Content Creation | AI-Assisted Research & Data Analysis | Canva AI Design

TOOLS

Brevo | Mailchimp | Canva | Canva AI | Google Workspace | Microsoft Office | Outlook | Notion | ChatGPT | Microsoft Copilot | Perplexity | Claude | Gemini

PROFESSIONAL EXPERIENCE

Digital Marketing Trainee | Linnk Academy, Kochi
Jun 2026 – Present

- Building practical digital marketing skills across buyer personas, SMART goals, marketing funnels, social media marketing, content strategy, email marketing, and AI-assisted marketing workflows.
- Completed email marketing automation practice using Brevo, including workflow planning and automated email sequences.
- Practicing email marketing using Mailchimp and creating campaign content for marketing assignments.
- Conducting keyword research and basic website audits to identify SEO opportunities and content requirements.
- Creating 30-day social media content calendars and content strategies for practice projects.
- Developing and presenting digital marketing campaign concepts covering LinkedIn Ads, Meta Ads, and Google Ads.
- Creating LinkedIn and Instagram carousel content using Canva AI and applying AI tools for research, ideation, content creation, and data analysis.

Associate Operations Manager | T-Next Ventures
Jan 2026 – May 2026

- Planned and oversaw operational strategies, coordinating with internal teams to align processes with company objectives.
- Tracked key operational metrics and prepared management reports; identified bottlenecks and recommended efficiency improvements.

Assistant Operations Manager | T-Next Ventures
Feb 2025 – Dec 2025

- Coordinated cross-functional teams to streamline processes and maintain consistent, high-quality service delivery.
- Maintained and improved SOPs and supported team members to sustain productivity.

Operations Executive | Birnan Brond
Feb 2024 – Oct 2024

- Served as primary client contact, managing communication, social media content planning and scheduling, and marketing alignment.
- Collaborated with creative and digital marketing teams to deliver projects on time; analyzed feedback and retention data to reduce churn.

Operations Executive | HERODY
Jan 2023 – Jan 2024

- Managed operational activities and resolved workflow issues to ensure smooth day-to-day delivery.
- Engaged clients directly and used data analysis to inform operational decisions.

PROJECTS & PRACTICAL TRAINING

- Email Marketing Automation — Built practice email automation workflows using Brevo and developed email campaign exercises using Mailchimp.
- SEO Practice — Performed keyword research and basic website audit exercises to identify content and on-page SEO opportunities.
- Social Media Content Planning — Created a 30-day social media content calendar and content strategy for digital marketing practice projects.
- Paid Advertising Practice — Developed campaign concepts and ad strategy exercises for LinkedIn Ads, Meta Ads, and Google Ads.

EDUCATION

MBA (HR & Operations), A P J Abdul Kalam Technological University — 2020–2022
BBA (Finance), Calicut University — 2017–2020
XII (CBSE, 2017) | X (CBSE, 2015)

PROFESSIONAL SKILLS

Client Relationship Management | Cross-Functional Collaboration | Project Management | Stakeholder Communication | Process Improvement | Data-Driven Decision Making | Operational Strategy | Communication

ACHIEVEMENTS

Best Student of the Month — Linnk Academy (Jul 2026) | Best Employee of the Month — HERODY (Mar 2023) | Best Employee of the Month — Birnan & Brond (May 2024)

LANGUAGES

English | Malayalam | Tamil