PRAGATHI H D

DIGITAL MARKETER

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PROFESSIONAL SUMMARY

Digital marketing professional with 1.5 years of practical industry experience supporting marketing activities across multiple business categories. Experienced in social media marketing, campaign coordination, content planning and promotional poster design for venue, wedding photography and yoga businesses. Familiar with managing content across Instagram, Facebook, LinkedIn, Pinterest and YouTube, and using AI tools to support content ideation, caption development and creative production. Focused on building audience engagement and strengthening brand visibility through consistent digital communication.

DIGITAL MARKETING & TECHNICAL SKILLS

Social Media Marketing: Social media management, content planning, platform-specific publishing, audience engagement

Campaign Management: Campaign coordination, promotional content, social media campaigns, lead generation

SEO & Digital Marketing: SEO fundamentals, local SEO, keyword research, Meta Ads fundamentals

Creative & Productivity: Canva, poster designing, social media creatives, MS Excel, customer relationship management

AI Tools: ChatGPT, Canva AI, Claude, Gemini

PROFESSIONAL EXPERIENCE

Digital Marketing Professional | 1.5 Years of Practical Industry Experience

- Supported digital marketing and social media activities for businesses across multiple categories.
- Planned and prepared social media content, promotional posters and platform-specific creatives.
- Assisted with campaign coordination and online promotion to support brand visibility and audience engagement.

SELECTED PRACTICAL PROJECTS

Venue Business | Social Media Marketing

- Supported digital marketing activities for a venue business through social media content planning, promotional creatives and campaign-related posts.

Wedding Photography Business | Social Media Promotion

• Worked on social media marketing and promotional content for wedding photography, helping present services and share visual content across digital platforms.

Yoga Business | Social Media Campaigns

• Supported social media campaign execution for a yoga business by preparing promotional content, designing creatives and coordinating campaign-related posts.

EDUCATION

Bachelor of Commerce (B.Com) | SDM MMK College, Mysuru | 2024 | CGPA: 9.1

Pre-University Course (PUC) | 2021 | 85%

SSLC | 2019 | 75%

DIGITAL PLATFORMS & AI TOOLS

Platforms: Instagram • Facebook • LinkedIn • Pinterest • YouTube

AI Tools: ChatGPT • Canva AI • Claude • Gemini

ADDITIONAL INFORMATION

Languages: English • Kannada