

SUNDHAR S

Digital Marketing | SEO | Social Media Marketing | Content Creator

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with 1+ year of hands-on experience in SEO, content strategy, social media management, and video editing. Proven ability in keyword research, on-page and technical SEO optimization, content creation, copywriting, and campaign management. Skilled in analyzing marketing metrics to drive engagement and brand growth.

PROFESSIONAL EXPERIENCE

Founder & Content Creator - Build With Sundhar

July 2026 – Present

- Created educational content on SEO, digital marketing, Google Ads, and AI tools through Instagram Reels and carousel posts
- Developed monthly content calendars with focus on audience engagement and brand visibility
- Designed professional social media creatives using Canva and edited videos with CapCut

Social Media Marketer & Video Editor - Royal Signs, Krishnagiri

July 2025 – Present

- Managed social media presence across Instagram and Facebook, increasing customer inquiries through strategic content planning
- Produced high-quality promotional videos, reels, and marketing creatives for signage products
- Managed Meta Business Suite for content scheduling, publishing, and performance tracking

SEO Junior Analyst Intern - Creative Digital Marketing Company, Dubai (Remote)

December 2025 – February 2026

- Conducted keyword research and identified high-volume, low-competition opportunities for target markets
- Performed on-page SEO optimization including meta tags, heading structure, and internal linking
- Tracked keyword rankings and website performance using Google Search Console and Google Analytics

Social Media Video Editor - K12 Techno Services Pvt. Ltd., Bangalore

March 2025 – June 2025

- Edited engaging short-form videos for Instagram Reels and YouTube Shorts using transitions and color correction
- Optimized content for different platforms to maximize engagement and reach

CORE SKILLS

SEO | Keyword Research | On-Page SEO | Technical SEO | Social Media Marketing | Content Strategy | Copywriting | Video Editing | Campaign Management | Google Analytics | Google Search Console | Meta Ads Manager | Meta Business Suite | Google Ads | Personal Branding

TOOLS & SOFTWARE

Canva | CapCut | Google Analytics | Google Search Console | Meta Business Suite | Meta Ads Manager | Google Ads | Adobe Premiere Pro | Adobe Photoshop

EDUCATION

Bachelor of Science (Information Technology) - Bharathiyar University, Coimbatore, Tamil Nadu | Graduated: May 2023

CERTIFICATIONS

- Digital Marketing Certification - Znecks Infotech Pvt. Ltd., Bangalore
- Digital Marketing Program - MyCaptain (Ongoing)