Eswarapandi Vinayagamoorthy

+44 7587738975 | **eswarapandivinayagamoorthy@gmail.com**

Professional Summary

Creative and detail-oriented Digital Marketing Executive with three years of experience in **graphic design**, **B2B marketing**, and **multi-channel campaigns**. Adept at delivering engaging design solutions across print, digital, and event marketing, ensuring brand consistency and effective communication. Proven expertise in managing design workflows, collaborating with cross-functional teams, and utilising design tools such as **Adobe Creative Suite** to produce high-quality materials. Passionate about using innovative and impactful visuals to drive customer engagement and brand growth.

Education

MSc Digital Marketing
Northumbria University, UK Sept 2023 – Sept 2024

- **Relevant Modules:** Digital Campaign Management, Marketing Metrics Analysis, The Digital Customer Journey, Social Media Management

BSc Visual Communication (Distinction)
Madras University, India Aug 2020 – July 2023

- **Key Modules:** Graphic Design, Digital Photography, Marketing Communication, Video Editing

---

Professional Experience

Digital Marketing Executive
Hommic, UK Nov 2024 – Dec 2025

- Boosted online orders by 45% in 12 months through paid Meta campaigns and SEO-driven blog content.
- Led influencer collaborations that resulted in over 2M organic views and 20K new followers.
- Redesigned email funnel strategy, increasing open rates from 18% to 31%.
- Coordinated monthly photoshoots for menu updates and seasonal promotions.
- Developed and maintained a consistent brand voice across all platforms.
- Grew Instagram followers by 60% and engagement by 75% through reels, contests, and behind-the-scenes food prep videos.

- Ran monthly analytics reports to track ad performance and audience behavior.

Digital Marketing Executive (Part-Time)
Ejnar Studios, India Jan 2023 – Sept 2023

- Designed **B2B marketing materials** such as brochures, presentations, and digital assets aligned with brand identity.
- Produced creative content for social media, email campaigns, and promotional materials, resulting in a **15% increase in customer engagement**.
- Collaborated with cross-functional teams to ensure campaign visuals met strategic objectives and compliance standards.
- Managed print production processes, coordinating with external vendors for high-quality, cost-effective outputs.

Graphic Designer (Internship)
Ejnar Studios, India Nov 2022 – Jan 2023

- Created innovative designs for event materials, posters, and logos using **Adobe Photoshop, Illustrator, and InDesign**.
- Organised and maintained a **photography library**, ensuring high-quality assets for use in campaigns and marketing collateral.

Freelance Graphic Designer
Newcastle upon Tyne & India

- Developed print and digital designs, including **exhibition banners**, **brochures**, and **social media graphics**, tailored to client requirements.
- Successfully managed multiple design projects simultaneously, meeting tight deadlines without compromising quality.

Key Skills

Graphic Design & Marketing

- **Print & Digital Design:** Brochures, Event Materials, Banners
- **Adobe Creative Suite:** InDesign, Photoshop, Illustrator
- **Brand Identity Development & Visual Storytelling**

Technical Expertise

- Photography & Image Management
- Tools: Canva, Figma (Prototyping & Wireframes)
- Print Production Processes & Vendor Coordination

Soft Skills

- Strong Communication & Collaboration Skills
- Time Management & Prioritization
- Innovative Thinking & Attention to Detail

Portfolio link- https://www.behance.net/gallery/166195953/Graphic-designing