ANGURAJ N

DIGITAL MARKETING SPECIALIST | VIDEO EDITOR

Dindigul, Tamil Nadu, India • +91 8220909756 • angudhanush567@gmail.com

Portfolio: angud.netlify.app

PROFESSIONAL SUMMARY

Digital Marketing Specialist and Video Editor with hands-on experience in social media marketing, paid advertising, SEO, content creation, analytics and short-form video editing. Experienced in supporting small businesses and creators through social media growth, audience targeting, campaign optimization and engaging digital content. Seeking opportunities in Canada where strong digital marketing, content and media skills can contribute to business growth.

CORE COMPETENCIES

Digital Marketing	Social Media Strategy • SEO • Paid Advertising • Lead Generation
Advertising	Meta Ads • Google Ads • Audience Targeting • Campaign Optimization
Content	Content Creation • Short-form Video • Reels • YouTube • Commercial Ads
Analytics	Google Analytics • Search Console • Keyword Research • Performance Analysis
Creative Tools	Canva • Premiere Pro • After Effects • CapCut

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist — Freelance

2025 – Present

- Manage social media marketing activities for small businesses, supporting audience engagement and lead generation.
- Create social media content and support Meta and Google advertising campaigns.
- Conduct keyword research, audience targeting and campaign performance analysis.
- Support digital marketing strategies focused on online visibility, engagement and business growth.

Video Editor — Independent Contractor

2024 – 2026

- Edit promotional videos and short-form content for brands and creators.
- Produce Instagram Reels, YouTube videos, commercial advertisements and motion-graphics content.
- Create engaging visual content adapted to different social media platforms.
- Deliver edited content according to project requirements and deadlines.

ANGURAJ N

PROFESSIONAL EXPERIENCE, EDUCATION & SKILLS

SELECTED EXPERIENCE HIGHLIGHTS

- Supported digital campaigns by combining creative content production with audience targeting and performance analysis.
- Created platform-specific visual content for social media, including short-form videos and promotional assets.
- Applied SEO and keyword research techniques to improve digital visibility and content relevance.
- Worked independently with project requirements, deadlines and client-focused deliverables.

EDUCATION

Bachelor of Business Administration (BBA)

Parvathy's Arts and Science College | June 2017 – May 2020 | GPA: 7.0

TECHNICAL SKILLS

Digital Marketing	SEO, Meta Ads, Google Ads, Social Media Marketing, Lead Generation, Campaign Optimization
Analytics	Keyword Research, Google Analytics, Google Search Console, Data Analysis
Content & Media	Content Creation, Video Editing, Reels Editing, YouTube Editing, Email Marketing
Web	HTML, CSS, Responsive Websites
Advertising Tools	Meta Ads Manager, Google Ads, Google Analytics, Google Search Console
Creative Tools	Canva, Adobe Premiere Pro, Adobe After Effects, CapCut

CERTIFICATION

Iunoware Pvt Ltd, Madurai — Digital Marketing | October 2025 – December 2025

PORTFOLIO

angud.netlify.app

Portfolio featuring digital marketing, video editing, web and content work.

ADDITIONAL INFORMATION

- Currently based in India and seeking Canadian employment opportunities.
- Open to digital marketing, social media marketing, content marketing and video editing roles.
- Available to provide portfolio samples and discuss relevant project experience during the hiring process.