



RODHAN V KUMAR

SOCIAL MEDIA MANAGER

ADDRESS

PHONE | WEB | EMAIL

Karnataka,
Mangalore
India.

P : +91 70267 46536
W : rodhanv.com
E : iamrodhan6@gmail.com

PERSONAL INFO.

BIRTHDAY

NATIONALITY

LANGUAGES

: 17 April 2003

: Indian

: English, Hindi,
Kannada

CAREER OBJECTIVE

To continue my career with an organization that will utilize my digital marketing, management, supervision, and administrative skills to drive mutual growth and success

// EDUCATION

// Year

2021 - 2024

• BBA - BACHELOR OF BUSINESS
ADMINISTRATION FROM
MANGALORE University, India

// SKILLS

- // 1.
- WORDPRESS & ELEMENTOR
- // 2.
- ADOBE PHOTOSHOP
- // 3.
- SOCIAL MEDIA MANAGEMENT
- // 4.
- CONTENT CREATION
- // 5.
- VIDEO EDITING

// AWARDS

// 2024 First Award

• RAZMATA - #1
STATE LEVEL INTER-COLLEGE FEST
PHOTOGRAPHY WINNER
NITTE (Deemed to be University),
Mangalore, India.

// WORK

MAR 2025 - PRESENT

// 1. SOCIAL MEDIA EXECUTIVE

DEC 2024 - MAR 2025

// 2. SOCIAL MEDIA MANAGEMENT & VIDEO EDITOR MAR 2024 - MAY 2024

// 3. LEAD GENERATION AND WEB DESIGNER JAN 2024 - MAR 2024

Working with **Times of Karkala** as a videographer, live streamer, and video editor.
While also **Freelancing** as a digital marketer.

• IQMIST (INTERNSHIP).

I worked in digital marketing agency, where I managed social media accounts for multiple clients. My responsibilities included creating and scheduling content, writing captions, coordinating with the design team, and ensuring brand consistency across platforms. I also communicated directly with clients to understand their goals and helped improve their online presence through strategic planning and content execution.

• HOTEL BALAJI INN (INTERNSHIP)

Boosted bookings and revenue growth by leading social media marketing and Meta Ads initiatives. Implemented creative content strategies to attract new customers and foster loyalty, resulting in increased online visibility and customer engagement

• CERACARE (INTERNSHIP).

Elevated online presence and patient acquisition through targeted social media marketing and Meta Ads campaigns. Utilized data analytics to optimize ad performance and drive measurable results, enhancing brand awareness and Community engagement