

SMIJOY SIMON VADAKUMCHERY

Digital Marketer | Social Media Manager | WordPress and Graphic Designer

Results-driven Digital Marketing and Design Professional with over 12 years of cross- functional experience in digital marketing strategy, UI/UX design, web development and brand communication. Proven expertise in managing high-impact digital campaigns, designing intuitive user interfaces and producing compelling visual content across diverse industries.

Adept at leveraging tools like Adobe Creative Suite, WordPress, Figma, Google Ads and Meta Ads to deliver measurable outcomes in user engagement, lead generation and brand visibility. Demonstrates strong collaboration with cross-functional teams, a user- centered design mindset and a strategic approach to performance marketing. A versatile contributor with a solid foundation in both creative design and data-driven marketing execution.

smijoy2025@gmail.com

+49 15215973659

34127, Kassel, Germany

www.linkedin.com/in/smijoysimon

www.smijoysimon.online

S2044096

PROFESSIONAL SKILLS

Digital Marketing

Social Media Management

Adaptability

Communication

Team Management

Content Creation

Social Media Marketing

Relationship Building

Data Analysis

Communication

WORK EXPERIENCE

Digital Marketing Specialist

DC Now Events LLC, Washington DC, USA

08/2019 - 05/2025

- Managed 3+ social media accounts (Facebook, Instagram, LinkedIn) with daily content scheduling and audience engagement Created and maintained 5+ WordPress websites using themes, plugins, and custom CSS.
- Designed 100+ digital assets including ads, banners, and social media creatives using Canva and Adobe tools Executed 20+ SEO projects including keyword research, on-page optimization, and backlink building Launched and optimized 30+ Meta Ads campaigns with A/B testing and audience targeting strategies.
- Managed 25+ Google Ads campaigns across Search, Display, and YouTube with measurable improvements in CTR and CPC.

UX/UI Designer

SoftHues Technologies Pvt. Ltd -Cochin, India

11/2013 – 07/2019

- Designed 50+ web and mobile user interfaces using Figma, Adobe XD, and Sketch Conducted 100+ user interviews and surveys for research-driven design decisions.
- Created 200+ wireframes, user flows, and interactive prototypes for client and internal projects Led 30+ usability testing and A/B testing sessions to validate design effectiveness.
- Collaborated with cross-functional teams for accurate design-to-development handoff Maintained consistency across platforms using design systems and UI style guides.
- Analysed user behaviour using Hotjar, Google Analytics, and UXCam to inform UX improvements.

Graphics Designer

BlackMaria Entertainment -Cochin, India

08/2012 – 09/2013

- Designed 100+ visual assets including logos, brochures, banners, and social media graphics using Adobe Photoshop, Illustrator, and InDesign.
- Developed brand identity guidelines applied across all marketing materials Created engaging digital content for websites, email campaigns, and display ads.
- Collaborated with marketing teams on 20+ promotional campaigns aligned with brand messaging Produced 50+ print-ready artworks including packaging, flyers, posters, and business collateral Utilized Canva and Figma for rapid mockups and social media content

Web

Quadregal Infotech Pvt Ltd -Cochin,

05/2011–07/2012

- Designed 15+ responsive websites using Adobe Creative Suite and WordPress
- Created visually compelling layout semphasizing typography, color,and branding consistency Collaborated with developers and marketing teams to convert designs into functional webpages Developed custom page templates and design elements using HTML, CSS, and basic JavaScript Optimized websites for speed, SEO,and accessibility to improve user engagement and performance Maintained and updated existing websites ensuring functionality and visual appeal.

EDUCATIO

MBA in Information Technology

07/2014 – 06/2016

Dr. C.V. Raman University, India

Focus: Tech Strategy, Digital Innovation, Project Management

Advanced Diploma in Digital Marketing

2019

Aviv Digital & Digital Pro School, India

Focus: SEO, Social Media Marketing, Google Ads

Bachelor in Medical Imaging Technology

08/2003 – 09/2006

Manipal University, India

Focus: Applied Scientific Thinking in Healthcare

Diploma in Multimedia and Animation

2010

Lakhotia Computer Centre, India

Focus: Adobe Creative Suite CC, Web Designing

CERTIFICATION

Google Certifications

- ❖ Google-Certified in DigitalMarketing & UX/UI Design| Skilledin Strategy, Design & User Experience.

Facebook Blueprint Certification

- ❖ Facebook Blueprint Certified|Expert in Meta Ads,Targeting & Campaign Optimization.

Hootsuite Certification

- ❖ Hootsuite Certified Social Media Manager & Content Strategist.

Hubspot Certification

- ❖ Certifiedin HubSpot|Skilled in Email Marketing, Lead Generation & Sales Enablement.

TECHNICAL

- | | | | | |
|------------------------|----------------|--------------------|--------------------|-------------|
| • Adobe Creative Suite | • Html 5/CSS3 | • WordPress | • Email Marketing | • Moz |
| • Figma | • LinkedIn Ads | • Meta Ads | • Google Analytics | • Ahrefs |
| • Prototyping | • Google Ads | • Motion Graphics | • Canva | • Semrush |
| • HubSpot | • SEO | • Content Creation | • ChatGPT | • gamma.app |

LANGUAGES

Fluent English

A1 Deutsche
A2 Actively Improving

Native Malayalam

HOBBIES

- | | | |
|----------------|--------------|-----------|
| • Photography | • Music | • Reading |
| • Volunteering | • Travelling | • Chess |

REFERENCES

- | | | |
|--|---|---|
| • Nels Cephas
Founder I DCNow Events LLC USA
Ph: +1 2409419099 | • Tim Duncombe
Founder Unified Communications Ltd England
Ph: +44 7535206685 | • Martin Gooden
Founder CPTUK United Kingdom
Ph: +44 7971312690 |
|--|---|---|

DECLARATION

Here by declare that all the details mentioned above are in accordance with the truth and fact as per the knowledge.

SMIJOY SIMON