

Candidate Report

Digital Marketing

Marketing

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Ajay V S

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Role: Digital Marketing Specialist / UI/UX Design / Visual Storytelling Experience: 0.5 years

Contact Information

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Location

Kanyakumari, India

Professional Information

Current Job Title

Digital Marketing Specialist / UI/UX Design / Visual Storytelling

Total Experience

0.5 years

Skills

- Social Media Marketing
- Content Strategy
- Meta Ads
- Instagram & Facebook Growth
- Campaign Planning
- Content Calendars
- SEO Basics
- User Research
- Wireframing
- Customer Journey Mapping
- Design Thinking
- Figma
- Brand-Consistent Design Systems
- Photography
- Videography
- Reels & Short-Form Video Production
- Video Editing
- Visual Content Planning
- Brand Identity Development
- Brand Value Communication
- Visual Merchandising
- Advertising Design
- Product Presentation
- Client Communication
- Consumer Behaviour Analysis
- Freelance Project Management
- Time Management

Education



Bachelor of Visual Communication

Noorul Islam College of Arts & Science
Visual Communication
2022 - 2025

Certifications

- **UI/UX Designing**

Thunder9 Design Studios
Issued: 6/1/2025 | Expires: 9/1/2025

Languages

- English
- Tamil
- Malayalam

Employment History

- **Freelance Digital Marketing & UI/UX Designer**

Self-employed

4/1/2026 - Present

Promote brands, restaurants, and shops through targeted digital marketing campaigns built around each client's brand story and visual identity, growing visibility on social platforms. Design UI/UX assets and visual content - including social media graphics, menus, and promotional material - tailored to each client's brand value and target audience. Plan and shoot photography and videography content for clients, applying visual storytelling techniques to highlight products, ambience, and brand personality. Independently manage client relationships, content planning, and delivery timelines across multiple concurrent projects, from concept to final delivery. Advise clients on brand positioning and visual consistency across digital platforms, helping small businesses build recognisable, engaging brand presence

- **Brand Executive - UI/UX Design, Digital Marketing & Photography/Videography**

Genlab IT Services and Digital Marketing Agency

10/1/2025 - 3/1/2026

Managed end-to-end digital marketing and UI/UX design deliverables for client brands, combining visual design with content strategy to strengthen brand identity. Used visual storytelling to communicate brand value across social media content, translating brand goals into engaging photography, videography, and design assets. Applied UI/UX design thinking - including user research and customer journey mapping - to improve how customers visually interact with brand touchpoints, both online and in-store. Planned and produced photography and videography content for product shoots, campaigns, and brand storytelling, then edited visuals to maintain consistent brand quality. Designed brand-consistent UI/UX assets and marketing collateral, ensuring every visual touchpoint reflected the brand's identity and supported customer engagement. Collaborated with the agency team to align design and content output with client marketing goals, deadlines, and brand guidelines. Supported sales efforts by creating visually compelling product presentations and displays that attracted and converted customers

Position Requirements