

Candidate Report

Digital Marketing

Marketing

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SUBASH M

CAND - 000051

Role: Event Coordinator Company: DigiallSolution Experience: 4 years

Contact Information

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Location

Coimbatore, India

Professional Information

Current Company

DigiallSolution

Current Job Title

Event Coordinator

Total Experience

4 years

Skills

Event & Production Coordination

Digital Marketing & Social Media Management

Content Creation (Instagram, Facebook, YouTube)

Video Editing

Documentary & Ad-Film Production

Marketing Creatives & Presentations

Vendor & Budget Management

Client Relationship Management

Project-Based Team Leadership

Brand Activations

MS Office & AI Tools

Education

- Bachelor of Computer Application

Madurai Kamaraj University, Madurai

2020 - 2024

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Diploma in Mechanical Engineering

Lathamathavan Polytechnic College, Madurai

2013 - 2016

Languages

English

Tamil

Employment History

- **Event Coordinator**

DigiallSolution

1/1/2026 - Present

Coordinate end-to-end brand promotions and digital marketing campaigns across Instagram, Facebook, and YouTube accounts, aligning content with monthly marketing calendars. Create and edit short-form video content (Reels) and design marketing creatives and presentations using Canva to drive brand growth and engagement. Plan and execute media strategies spanning roadshows, print, radio, and TV advertising, managing vendors from brief through delivery. Coordinate with production teams on shoot planning and execution, assisting the director during video and media shoots

- **Event & Marketing Executive**

5N2 Media

1/1/2023 - 1/1/2025

Coordinated with production teams on shoot planning and execution, ensuring on-set workflows ran smoothly across departments. Assisted the director on video and media shoots, supporting FMCG shoots, documentary productions, and commercial ad-film projects. Occasionally led junior team members and freelancers on select shoots, coordinating tasks and timelines on-site. Supported social media ad campaigns and audience targeting, monitoring performance to improve ROI. Managed vendor relationships, shoot schedules, and execution timelines while maintaining direct client communication

- **Event Coordinator**

C2C Services

1/1/2018 - 1/1/2022

Planned and executed corporate, school, college, and cultural events from concept to completion. Coordinated TV media events with Zee Tamil, Vijay TV, and Radio Mirchi, managing on-site logistics. Managed roadshows, mall activations, outdoor branding, and full event logistics

- **CNC Operator**

LMW Aerospace

1/1/2017 - 1/1/2018

Operated 3-axis CNC milling machines in compliance with safety, quality, and production standards

Position Requirements