

VIGNESWARAN SUNDARARAJAN

Social Media Marketing Specialist

PROFESSIONAL SUMMARY

I'm a passionate Social Media Marketing Specialist who loves turning ideas into engaging content that connects with audiences. Over the years, I've grown Instagram pages to 170K+ and 20K+ followers and built a YouTube community of 20K+ subscribers. I thrive on creating content that not only enhances brand visibility but also drives meaningful engagement. With hands-on experience in Facebook Ads and content strategy, I blend creativity with data-driven insights to deliver impactful results. Whether it's crafting compelling stories or optimising ad campaigns, I'm always looking for ways to make a lasting impression.

EMPLOYMENT HISTORY

SOCIAL MEDIA MARKETING SPECIALIST

Mar 2025 - Present

Freelance Work

- ♦ Managing social media marketing for **Kari Dosa (Hounslow)** and **Sizzle & Slice (Harrow)**.
- ♦ Creating engaging Reels, posts, and stories to drive customer engagement and brand awareness.
- ♦ Developing content strategies to enhance visibility and attract new customers.

CONTENT CREATOR (INSTAGRAM & YOUTUBE)

Jan 2020 - Present

Self-Employed

- Built and managed Instagram pages with 170K+ and 20K+ followers and a YouTube channel with 20K+ subscribers.
- Created viral and high-engagement content that drove significant audience growth.
- Collaborated with brands for sponsorships, partnerships, and affiliate marketing.
- Developed content strategies using analytics and audience insights to maximise reach.

TEAM MEMBER (PART-TIME)

May 2023 - Present

Tortilla Mexican Grill plc

Guildford

- Provided excellent customer service and supported daily operations.
- Created engaging video content for Tortilla's social media pages.
- Won a video competition on the FOURTH platform, showcasing creativity and storytelling.

DIGITAL MARKETING INTERN

Feb 2025 - Mar 2025

Mathnasium Of Wokingham

Wokingham

- ♦ Managed social media growth on Instagram and Facebook, enhancing brand visibility.
- ♦ Executed targeted Facebook and Google Ads, boosting student enrollment.
- ♦ Created engaging video content, increasing audience interaction.

DIGITAL MARKETING INTERN

Dec 2021 - Jan 2023

Digital Scholar

Chennai

- Assisted in executing digital marketing strategies across social media, SEO, and paid ads.
- Gained hands-on experience in Facebook Ads, Google Ads, and content marketing.
- Helped optimise marketing campaigns to improve engagement and conversions.
- Orchestrated targeted paid social media campaigns, resulting in a 30% boost in lead generation and a 20% increase in conversion rates.

EDUCATION

MSC DIGITAL MARKETING AND CHANNEL MANAGEMENT

Feb 2023 - Feb 2024

University of Surrey

Guildford

DIPLOMA IN ADVANCED DIGITAL MARKETING

Jul 2022 - Nov 2022

Digital Scholar

Chennai

BACHELOR OF ENGINEERING IN MECHANICAL ENGINEERING

Aug 2017 - May 2021

Kongu Engineering College

Erode

COURSES

GOOGLE ANALYTICS CERTIFICATION

Google

DIGITAL GARAGE

Google

SEO FUNDAMENTALS

Semrush

KEYWORD RESEARCH

Semrush

META BLUEPRINT

Meta

SKILLS

Content Creation, Social Media Management, Facebook Ads, Google Ads, Lead Generation, Landing Page, Video Editing, SEO, Analytics, TikTok.

LINKS

Website: vignesvirat.com, LinkedIn: www.linkedin.com, Instagram: www.instagram.com, YouTube: www.youtube.com.