

MIDLAJ K

DIGITAL MARKETER

Wayanad, Kerala, India | Midlajkmudu@gmail.com | www.midlajk.com | +91 8138864534

I'm Midlaj, a creative graphic designer and digital marketer based in Wayanad with two years of professional experience. I hold a Diploma in Graphic Designing and specialize in branding, visual communication, and digital marketing strategies. I create engaging logos, brand identities, and campaigns that blend creativity and strategy, helping businesses grow, connect with audiences, and build strong brand presence.

WORK EXPERIENCE

DIGITAL MARKETING INTERN

Educodeyaya (Wayanad, Kerala, India)

October 2025 - Present

- Assisted in planning and executing digital marketing campaigns across social media, SEO, and content platforms to enhance brand visibility and lead generation.
- Gained hands-on experience in analytics, campaign management, and data-driven marketing to optimize audience engagement and deliver measurable results for clients.

JERSEY AND SPORTSWEAR DESIGNER

Pentas Sportswear (Wayanad, Kerala, India)

July 2024 - April 2025

- Designed sports jerseys, t-shirts, shorts, and kit bags at Pentas Sports Wear, ensuring brand consistency, functionality, and visual appeal.
- Created promotional posters and marketing materials, collaborating with production and marketing teams to enhance brand recognition, product visibility, and overall business growth.
- Collaborated with production and marketing teams to ensure designs met company objectives, contributing to brand growth and market presence.

GRAPHIC DESIGNER

iBex Studio (Wayanad, Kerala, India)

March 2023 - June 2024

- Designed innovative branding, print, and digital media solutions, collaborating with teams to deliver projects that exceeded client expectations.
- Enhanced technical skills and creativity, gaining hands-on experience in visual communication and contributing to successful project outcomes and improved client satisfaction.
- Strengthened technical skills and creativity, gaining hands-on experience in visual communication and contributing to successful project outcomes.

AREAS OF EXPERTISE

- Social Media Marketing (SMM)
- Content Marketing & Strategy
- Search Engine Marketing (SEM)
- Email Marketing Campaigns
- Graphic Designing
- Search Engine Optimization (SEO)
- Google Ads & Meta Ads
- Snapchat & Tiktok ads

EDUCATIONAL HISTORY

DIGITAL MARKETER

Educodeyaya (Wayanad, Kerala, India)

July 2025 - October 2024

- Completed AI-Integrated Digital Marketing course at Educodeyaya Institution, enhancing skills in digital marketing tools and strategies.
- Trained in SEO, SMM, Google Ads, Meta Ads, Content Marketing, Email Marketing, TikTok Ads, Snapchat Ads, and Amazon Marketing, developing practical skills for effective digital campaigns.

GRAPHIC DESIGNER

Sree Sankaracharya (Wayanad, Kerala, India)

April 2022 - December 2023

- Completed an 8-month Graphic Design course at Sree Sankaracharya Institution, gaining hands-on experience in design principles and creative tools.
- Developed strong skills in branding, typography, layout design, and visual communication through practical projects and assignments.
- Completed a 2-month Graphic Design training at Sree Sankaracharya Institution, gaining practical knowledge in design fundamentals.

RELEVANT INFORMATION

CERTIFICATION

- Digital Marketing Professional (Educodeyaya)
- Digital Marketing Certification (Hubspot Academy)
- Technical SEO and AI Search Essentials With Semrush (Semrush Academy)
- Google Ads Certification
- Microsoft Advertising Certification
- Basic Computer Certification
- AI APPRECIATE & AI AWARE Certification (intel)

LANGUAGES

- English (Fluent)
- Malayalam (Fluent)
- Tamil (Fluent)
- Arabic (Basics)
- Hindi (Basics)