

# BIBIN MV

## CREATIVE DESIGNER & DIGITAL MARKETER

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### SUMMARY

Creative and results-driven Graphic Designer with strong experience in design, video editing, and motion graphics. Known for attention to detail, innovative visual solutions, and effective collaboration to create impactful social media creatives that enhance brand visibility. Possesses a solid understanding of digital marketing and a passion for visual storytelling, delivering high performance and measurable results.

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### WORK EXPERIENCE

**Digital Marketing Intern, Educodeyaya** **Oct 2025 - Present**

- Completed a 2-month Digital Marketing course at Educodeyaya, gaining hands-on experience in SEO, SMM, Meta Ads, and WordPress website development.
- Executed practical campaigns and website projects, optimizing content, managing social media strategies, and building responsive WordPress sites.

**Senior Creative Designer, Codeyaya** **Oct 2021 - Oct 2025**

- Experienced Creative Designer with a strong background in handling international clients and Arabic projects, delivering culturally aligned visual content.
- Expertise in creative designing, typography, video editing, video shoots, package designing, and motion graphics for impactful brand communication.
- Demonstrated team leadership skills, collaborating with cross-functional teams, managing workflows, and ensuring timely, high-quality creative delivery.

**Digital Marketing Intern, PublicityPort** **Feb 2021 - Apr 2021**

- Completed a 3-month internship in SEO, gaining hands-on experience in on-page and off-page optimization, keyword research, and content optimization.
- Assisted in improving website visibility and search rankings through SEO audits, performance tracking, and basic analytics reporting.

**Graphic Designer, Infognana Solutions** **Mar 2019 - Sep 2020**

- Designed high-quality product images and promotional banners for e-commerce websites, ensuring visual consistency and conversion-focused layouts.
  - Worked closely with international clients, delivering customized creatives that met brand guidelines, market trends, and campaign objectives.
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### DESIGN & CREATIVE SKILLS

Logo & Brand Identity | Typography | Layout Design | Motion Graphics | Basic Animation | Color Theory | Image Editing | Product Packaging | Videography | Video Editing | Brochures | Posters | Creative Design | Adobe Creative Suite | Digital marketing | SEO | SMM | PPC | Web Design | Email Marketing | AI

## SOFTWARE & TOOLS

Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Adobe Premiere Pro | Canva | Wordpress | Gemini | Midjourney | Runway ML | Elevenlabs | Leonardo.ai | Heygen | Google Veo

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## EDUCATION

**Master of Computer Application** **2017**  
Nandha Engineering College, Erode.  
Anna University, Chennai

**Bachelor of Computer Application** **2015**  
Bharathiyar Arts & Science College, Gudalur.  
Bharathiar University, Coimbatore

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## LANGUAGE

**English** - Read, Write, Speak

**Tamil** - Read, Write, Speak

**Malayalam (Native)** - Read, Write, Speak