



# Gokul Krishna P.B

Graphic Designer & Digital Marketing

A graphic designer with a special interest in digital marketing. Always energetic and eager to learn new skills.

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🌐 www.gokool.net

## SKILLS

**Adobe Photoshop**

Proficient

**Adobe After Effects**

Proficient

**Adobe Illustrator**

Proficient

**Adobe XD**

Seasoned

**Adobe InDesign**

Seasoned

**Wordpress**

Beginner

**Figma**

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## INTERESTS

Cricket

Badminton

PC Gaming

Fitness

## LANGUAGES

**English**

Very Good

**Hindi**

Good

**Kannada**

Native

**Tulu**

Native

## CERTIFICATIONS

**Ultimate Google Ads Training 2021: Profit with Pay Per Click**

Udemy

**The Complete Digital Marketing Course - 12 Courses in 1**

Udemy

**Communication Strategy for Social Media**

Domestika

**Instagram Strategy for Business Growth**

Domestika

**The Complete Copywriting Course: Write to Sell Like a Pro.**

Udemy

## WORK EXPERIENCE

**Maiora**

(June 24, 2019 - March 26, 2021)

Digital Executive

Role - Graphic Designing, Content Writing, Digital Marketing.

Marketing Flyers. Marketing/Product Brochures. Company Brochure/Booklet.

Designs for Social Media. Logo Design. UX. User Manuals. Motion Graphic.

Content writing, rewriting/reworking for social media, websites, marketing, company booklet, user manuals, motion graphics, etc.

SEO & Content - Competitor Research and Keyword research, SEO/semantic content writing, On-Page SEO, Page speed score & Page loading time (WordPress), Sitemap.

Social Media Communication Strategy - Website Analysis, Competitor Analysis, Social Media Analysis, SWOT Analysis, Branding.

Google Ads - Keywords (broad match, broad match modified, phrase match, Exact Match, Negative Match), Negative Keywords, Account Structure, Ad Extensions, Remarketing.

Social Media Marketing.

Blog Writing.

Tools - SEMrush, Alexa, Google Keyword Planner, Google Trends,

Keywords Everywhere, Ubersuggest, etc

**PRF Technix**

(May 03, 2021 - May 27, 2022)

Graphic Designer

Social Media Designs & Contents. Brand Design. Logo Design. Ad Flyers.

Brand/Product Flyers. Marketing Brochures. Motion Graphics. Content Writing

**Team Pumpkin**

(June 20, 2022 - Present)

Visual Designer

Statics for Social Media, Websites, Ad Marketing & Marketing platforms like Amazon A+ page, Swiggy Instamart, ITC Website, Metro & Bus, etc.

Dynamics for Social Media, Websites, Ad Marketing & Marketing

platforms like Swiggy Instamart, ITC Website, etc. Logo Design Icons for

Websites. Statics for Print Media.

## EDUCATION

**Frameboxx, Bangalore**

Diploma

Diploma 3D Modeling & Texturing

## WORK & PROJECTS

**Designs**

Portfolio

🔗 <https://www.gokool.net/designs>

**Projects**

Samples

🔗 <https://www.gokool.net/projects>