



# MARTIN K JAMES

Content Lead

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Idukki, Kerala, India



## PROFILE SUMMARY

Results-driven Content Lead with expertise in content creation, advertisement design, social media content strategy, and media production. Proven track record of enhancing brand visibility and engagement through innovative content strategies and multimedia content. Seeking a dynamic role in Bengaluru.

## PROFESSIONAL EXPERIENCE

<ul style="list-style-type: none"> <li>● 2021 - Present Phoenix Designs and Media Productions Kerala, India</li> <li>● 2020 - 2021 Blue and Gray Management Consultants Bengaluru, India</li> <li>● 2019 - 2020 Study Analytics Bengaluru, India</li> </ul>	<p><b>FREELANCE CONTENT LEAD cum CREATIVE DIRECTOR</b> Spearheaded various creative projects for international and native clients, focusing on brand development, content strategy, and multimedia production. Developed and executed comprehensive social media strategies that increased client engagement by up to 50%. Led a team of freelance designers, writers, and marketers to deliver high-quality content under tight deadlines. Innovated new content formats that significantly improved client satisfaction and audience retention.</p> <p><b>GRAPHICS AND VIDEO PRODUCTION EXECUTIVE</b> Experienced Graphics and Video Production Executive with a proven track record in developing engaging content tailored to brand and client needs. Expertise includes creating marketing posters, email newsletters, videos, motion graphics, and website layouts. Skilled in leveraging visual storytelling to enhance brand identity and drive marketing objectives.</p> <p><b>CONTENT SPECIALIST FOR DIGITAL MARKETING</b> Specialized in developing engaging content tailored for digital marketing needs, including crafting compelling marketing posters, overseeing media production, and designing intuitive UI. Expertise in creating impactful marketing videos and motion graphics to elevate brand presence. Demonstrated ability to blend creativity with strategic marketing goals to enhance brand visibility and engagement.</p>
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## EDUCATION

<ul style="list-style-type: none"> <li>● 2016 - 2019 Mahathma Gandhi University Kottayam, Kerala, India</li> <li>● 2015 - 2016 G-Tec Kerala</li> </ul>	<p><b>B.A. MULTIMEDIA</b> comprehensive program that encompasses various disciplines such as graphic design, web design, media production, photography, and content design, equipping students with a broad skill set for creative and digital industries.</p> <p><b>DIPLOMA IN GRAPHICS AND IT</b> comprehensive curriculum covering graphic design, video editing, MS Office proficiency, system hardware and software knowledge, and web design skills.</p>
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## AWARDS AND RECOGNITIONS

<ul style="list-style-type: none"> <li>● 13<sup>th</sup> RANK IN BA MULTIMEDIA Mahathma Gandhi University, Kottayam</li> <li>● HEADED CREATIVE TEAM FOR AIFSSCB EVENTS All India Fire Service Sports Control Board</li> <li>● HEADED CREATIVE TEAM FOR FOCUS Forum of Critical Utility Services</li> </ul>
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## SKILLS

Graphic Design	● ● ● ● ●
Content Strategy	● ● ● ● ○
Media Production	● ● ● ● ●
Social Media Planning	● ● ● ● ○
Social Media Marketing	● ● ● ● ○