

KAMAL RAO

Digital Marketing & Content Creation Specialist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional and BCA student with hands-on experience in social media management, content creation, video editing, and digital brand building. Proven track record of driving engagement through creative reels and video campaigns. Skilled in Adobe Premiere Pro and CapCut, with demonstrated leadership and sales success in competitive environments. Seeking to leverage creative and technical skills to contribute to a dynamic marketing team.

WORK EXPERIENCE

Social Media Manager Intern | Kala Salons, Chhatarpur

May 2025 – Mar 2026

- Managed social media content creation and end-to-end digital marketing activities for a premium salon brand.
- Produced and edited short-form video reels using Adobe Premiere Pro and CapCut, increasing audience engagement.
- Developed content calendars and maintained consistent brand voice across Instagram and other platforms.
- Collaborated with the marketing team to conceptualize campaigns aligned with seasonal promotions and product launches.

KEY ACHIEVEMENTS & PROJECTS

Winner – Diwali Mela Haat | College Event, Asian School of Business

2024

- Achieved the highest sales among all participating teams during the annual college Diwali Mela competition.
- Demonstrated strong marketing, communication, and customer-handling skills under competitive pressure.

Winner – Short Film Making Competition | Vivekananda Global University, Jaipur

2024

- Directed, shot, and edited a creative short film that secured first place in an inter-university competition.
- Showcased expertise in videography, storytelling, and post-production editing within a tight deadline.

EDUCATION

Bachelor of Computer Applications (BCA)

2024 – 2027

- Specialization in computer applications and software development.
- Active member of LENSNATION Club (Media Club) – involved in campus photography and video production.

SKILLS

Digital Marketing: Social Media Management, Content Strategy, Brand Building, Campaign Planning

Video & Creative Tools: Adobe Premiere Pro, CapCut, Videography, Video Editing, Reel Creation

Technical Skills: Coding (Basics), Microsoft Office

Soft Skills: Leadership, Teamwork, Communication, Customer Handling, Creative Thinking

Languages: English , Hindi

ADDITIONAL INFORMATION

- Media Club Member (LENSNATION) – Asian School of Business, Noida.
- Passionate about digital storytelling, brand content, and short-form video trends.
- Open to freelance and full-time opportunities in Digital Marketing and Content Creation.