

MUHAMMED ASHIQ PAIKADEN

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Professional Summary

Creative and detail-oriented Digital Marketing Intern, Video Editor, and Photographer with a passion for storytelling through visuals and digital media. Skilled in social media content creation, short-form video production, and marketing strategy. Strong understanding of branding, audience engagement, and visual aesthetics. Eager to apply creative and analytical skills to help brands grow their online presence.

Skills

- Digital Marketing & Social Media Strategy
- Video Editing (Adobe Premiere Pro, CapCut, DaVinci Resolve)
- Photography & Photo Editing (Lightroom, Photoshop)
- SEO & Content Optimization
- Google Ads & Meta Ads Manager
- Email & Influencer Marketing
- Creative Direction & Visual Storytelling
- Canva & Graphic Design
- Team Collaboration & Communication

Experience

Freelance Digital Creator | Kerala, India | 2023 - Present

- Produced short-form video content and marketing visuals for clients and social media campaigns.
- Managed brand social accounts, increasing engagement and audience reach.
- Edited promotional videos, product shoots, and event highlights with consistent visual style.
- Captured and edited high-quality photos for marketing materials and websites.

Education

Bachelor's Degree (Specify course) - (University Name, Graduation Year)

Certifications

- Google Digital Garage - Fundamentals of Digital Marketing
- Meta Blueprint - Social Media Marketing

- Canva Visual Design Certification