

HARISANKAR PP

DIGITAL MARKETING TRAINER | CONSULTANT | SMM STRATEGIST

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Trainer, Consultant, and SMM Strategist with over 3 years of hands-on experience. Proven track record of driving growth for over 50 businesses and mentoring 100+ students through both freelance and full-time instruction. Specialized in social media marketing (SMM) and performance marketing, with a core focus on practical, real-world execution and career-focused mentorship.

CORE SKILLS

Digital Marketing:	Social Media Marketing (SMM), Search Engine Optimization (SEO), Performance Marketing, Paid Advertising (Google Ads & Meta Ads), Web Analytics
Platforms & Tools:	WordPress, Shopify, AI Tools for Marketing, Affiliate Marketing, Dropshipping
Professional Skills:	Training & Mentorship, Curriculum Delivery, Creative Thinking, Leadership, Strategic Communication
Languages:	English (Fluent), Malayalam (Native)

PROFESSIONAL EXPERIENCE

Digital Marketing Trainer — <i>Adi Group of Institutions</i>	Feb 2026 – Present
- Deliver comprehensive training sessions covering SEO, social media marketing, and web analytics. - Provide students with hands-on, real-world marketing projects to build practical skills. - Assess student performance and provide tailored, industry-relevant career mentorship.	
Digital Marketing Trainer (Freelance) — <i>Leading Institute</i>	Nov 2024 – Mar 2026
- Instructed students in practical, execution-based digital marketing topics. - Covered key modules including WordPress development, SEO, SMM, AI marketing tools, Google & Meta Ads, Shopify, affiliate marketing, and dropshipping.	
Social Media Marketing Manager — <i>iplus Training Solutions</i>	June 2024 – Dec 2025
- Managed digital sales and streaming accounts to enhance brand positioning and accelerate audience growth. - Developed and executed strategic social media campaigns to optimize online presence.	
Digital Marketing Executive — <i>Pentacodes</i>	2023 – 2024
Oversaw and managed the comprehensive social media marketing strategies for a portfolio of over 20+ clients.	

Digital Marketing Trainee — *Competitive Cracker*

2022 – 2023

- Successfully completed intensive digital marketing training and transitioned into a professional trainee role.
- Managed performance marketing campaigns and page administration for CC Cyber Campus, including paid ads.

EDUCATION

Master of Computer Applications (MCA) — *IGNOU*

2024 – Present

Bachelor of Science (B.Sc.) in Computer Science — *Calicut University*

2019 – 2022