

# CHIPPY HARIDAS

## DIGITAL MARKETER

### CONTACT

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📍 United Arab Emirates

🌐 chippycreates.com

### PROFILE

I'm a Digital Marketer with a background in Visual Media, Web Development, and UI/UX. I've worked on paid ads across platforms like Meta, TikTok, and Snapchat, built e-commerce flows on Shopify, and created content that connects. I've also explored Email, LinkedIn, and WhatsApp marketing, always focusing on what actually works. I'm always exploring how AI is shaping marketing and like to learn and improve through hands-on work.

### EDUCATION

#### SKILL MOUNT EDUCATION, UAE

Diploma in GCC Growth

Digital Marketing

2025 - Present

#### DIGITAL ACADEMY 360, BANGALORE

Post Graduate Diploma in UI/UX

2022 - 2023

#### AMRITA SCHOOL OF ARTS AND SCIENCES , KOCHI

Post Graduation

Master of Fine Arts (MFA) -

Digital Film Making

2018 -2020

#### AMRITA SCHOOL OF ARTS AND SCIENCES , KOCHI

Under Graduation

Bsc Visual Media and Communication

2015 - 2018

### WORK EXPERIENCE

#### • Epic Venture , UAE

2025 - PRESENT

Digital Marketing Intern

- Create content for social media, blogs, and ad creatives
- Assist with SEO tasks and regular organic posting to improve visibility
- Analyze performance data to suggest improvements and changes
- Work closely with the marketing team to support campaigns

#### • Tentacles Design Studio, Bangalore

2023 - 2024

UX/UI Designer

#### • Homeskul Learning Application, Kochi

2021 - 2022

Video Editor

### SKILLS

Digital Marketing Fundamentals

Social Media Marketing (Meta, TikTok, Snapchat)

Content Creation for Social Media and Blogs

Basic SEO (On-page and Off-page)

Email Marketing and Automation

WhatsApp and LinkedIn Marketing

Shopify Store Setup and Management

WordPress Basics

Google Analytics (Beginner)

Google Ads (Basic Campaigns)

Canva for Design and Creatives

Basic Paid Advertising Campaign Management

Social Media Analytics and Reporting

Basic Understanding of Marketing Automation Tools