



SUBEESH C P

SOCIAL MEDIA MANAGER | CONTENT CREATOR | GRAPHIC DESIGNER | DIGITAL MARKETING & BRAND GROWTH

I help businesses grow through high-performing content and data-driven social media strategy. I combine content production (video, design, photography) with analytics and AI tools to improve engagement, reach, and lead generation.

WORK EXPERIENCE (14+ YEARS)

SOCIAL MEDIA MANAGER & CONTENT CREATOR

Spotlite Sign Manufacturing Company LLC, Dubai
2026 - PRESENT

Key Contribution: Built social media presence from scratch and implemented structured content strategy.

- Developed and executed content strategy (reels, project showcases, behind-the-scenes)
- Produced end-to-end content: videography, photography, editing, and design
- Used AI tools for idea generation, caption writing, and workflow efficiency
- Managed posting schedule, audience engagement, and content optimization
- Tracked performance metrics and refined strategy based on results

DESIGNER (GRAPHIC, 3D, WEB)

Techno Graphics W.L.L, Bahrain
2025 - 2026

- Created 3D mockups for events and exhibitions
- Designed marketing materials: logos, brochures, social media content
- Produced motion graphics and video ads
- Worked on basic web/software projects

GRAPHIC & WEB DESIGNER / BUSINESS OWNER

Landscape IT Solutions, Kerala, India
2019 - 2025

- Ran a creative service business (photography, videography, design, web)
- Delivered branding and marketing content for multiple clients
- Managed client communication, project delivery, and execution

GRAPHIC & WEB DESIGNER

Multiple Companies - in India
2012 - 2019

- Designed branding materials (logos, flyers, brochures)
- Worked on UI/UX and web design projects
- Created marketing visuals and motion content

PROJECT HIGHLIGHTS

Case Study 1 - Spotlite Social Media Growth

- Built social media presence from near zero and maintained 22+ weeks of consistent content posting
- Increased monthly content views from ~2.7K (Feb) → 12K (March) (+364% growth)
- Achieved 3.1K weekly views with +143% growth week-over-week
- Generated 76% of views from non-followers, improving reach and discoverability
- Improved audience engagement with consistent reels strategy (up to 144% weekly growth)
- Produced high-performing content with individual posts reaching 800+ views
- Grew follower base to 75+ with ~700% growth over 90 days
- Maintained consistent upward trend in content performance through data-driven optimization

SOFTWARE KNOWLEDGE

- Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects, Dream Weaver, Audition), 3D max

Check my Portfolio

[Portfolio link](#)

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INDIAN NATIONALITY

CORE SKILLS

- Social Media Strategy & Growth
- Short-form Video Production (Reels/TikTok)
- Content Planning & Execution
- Performance Tracking & Analytics
- AI Tools for Content & Workflow Optimization
- Branding & Visual Communication
- UI/UX & Web Basics

EDUCATION

DIPLOMA IN MULTIMEDIA

SES Kannur, Kerala

BACHELOR OF ARTS

MK University, Tamilnadu, India

LANGUAGE

English
Hindi
Malayalam