

# LOGESHWARAN M

## MARKETING MEMBER



### CONTACT

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- Chennai, Tamilnadu

### SKILLS

- Networking & Relationship Building
- Leadership & Team Coordination
- Content Marketing & Copywriting
- Social Media Marketing
- Cold Emailing & Cold Calling
- Sponsorship Acquisition & Sales
- Lead Generation
- Prompt Engineering

### TOOLS

- Canva
- CapCut
- DaVinci Resolve

### ROLES & RESPONSIBILITIES

- Marketing Member  
Calibration-Freshers Day
- Marketing Member  
Highways - College Cultural
- Marketing Member  
Developer Student Community, SVCE
- Marketing Member  
Curtain Call SVCE

### LANGUAGES

- English (Fluent)
- Tamil (Fluent)



### PROFILE

Execution-driven marketing enthusiast with hands-on experience in event marketing, sponsorship acquisition, and outreach. Skilled in social media marketing, content creation, and building strategic partnerships. Proven ability to drive engagement, execute campaigns, and deliver results across college-level events and communities.



### WORK EXPERIENCE

**Marketing & Outreach Campaign** PRESENT  
Event Marketing - Calibration'26 & Highways'26

- Designed and executed marketing campaigns to drive event awareness and footfall.
- Produced promotional content and event recap videos.

**Social Media Promotion Strategy** PRESENT  
Community Growth - DSC & Curtain Call

- Developed and implemented social media strategies leveraging platform algorithms.
- Supported promotions for a national-level hackathon, increasing reach and registrations.
- Created engaging short-form video edits and graphics to amplify event visibility.
- Conducted cold outreach via email and calls; secured sponsors and brand partnerships.

**Content Creation - Posters & Video Editing**  
Multi-Event Content Production

- Produced end-to-end visual content using Canva, CapCut, and DaVinci Resolve.
- Created participant feedback videos and event highlight reels.
- Maintained consistent brand identity across all promotional materials.



### EDUCATION

**Higher Secondary** 2023 - 2024

A R L M Matriculation Hr Sec School  
11<sup>th</sup> - 90.3% | 12<sup>th</sup> - 89%

**B.E. - Electronics and Communication Engineering** 2024 - 2028

Sri Venkateswara College of Engineering, Chennai