

SWETHA VEMULA

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PROFESSIONAL SUMMARY

Creative and detail-oriented Photo Editor and Digital Marketing professional with 6 months of internship experience creating engaging visual content for digital platforms. Skilled in image editing, visual storytelling, social media creatives, AI-powered design workflows, and digital asset management. Experienced in designing YouTube thumbnails, marketing creatives, and brand visuals while maintaining consistency across multiple platforms. Proficient in Canva, Adobe Photoshop, Figma, ChatGPT, Google Gemini, and modern AI design tools. Passionate about creating high-quality visual experiences that improve user engagement and brand identity.

CORE SKILLS

- Photo Editing
- Image Enhancement & Retouching
- Visual Storytelling
- Adobe Photoshop
- Canva
- Figma
- Digital Asset Management
- Social Media Creative Design
- YouTube Thumbnail Design
- Brand Identity & Visual Consistency
- AI Image Generation
- Midjourney (Basic Knowledge)

- ChatGPT
 - Google Gemini
 - Attention to Detail
 - Creative Problem Solving
 - Cross-functional Collaboration
 - Google Workspace
 - Microsoft Office
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PROFESSIONAL EXPERIENCE

Digital Marketing Intern

ODMT Technologies | Hyderabad

Jan 2026 – Jun 2026

- Designed high-quality social media creatives for multiple marketing campaigns.
 - Created visually engaging YouTube thumbnails and promotional graphics to improve audience engagement.
 - Assisted in image editing, resizing, optimization, and maintaining visual consistency across digital platforms.
 - Worked with Canva and Photoshop-based workflows to produce marketing materials.
 - Collaborated with SEO and marketing teams to develop content aligned with brand guidelines.
 - Managed creative assets and organized marketing files for efficient team collaboration.
 - Developed Google Ads campaign creatives and Meta Ads visuals.
 - Created website banners, landing page graphics, and digital promotional materials.
 - Utilized AI tools including ChatGPT and Google Gemini to accelerate creative workflows and content production.
 - Performed quality checks to ensure image accuracy, branding consistency, and high visual standards.
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SELECTED CREATIVE PROJECTS

YouTube Branding & Creative Design

- Designed premium YouTube thumbnails for devotional, educational, and digital marketing channels.
- Produced high CTR thumbnail concepts using AI-assisted design workflows.
- Developed branding elements including banners, logos, promotional posters, and channel artwork.

Social Media Creative Design

- Designed Facebook and Instagram creatives for real estate marketing campaigns.
- Created promotional advertisements with strong visual storytelling principles.
- Maintained brand consistency across various digital platforms.

AI-Assisted Creative Projects

- Generated creative concepts using ChatGPT and Google Gemini.
 - Utilized AI-assisted workflows to improve productivity while maintaining design quality.
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EDUCATION

Master of Pharmacy (M.Pharm)

Percentage: 86%

Bachelor of Pharmacy (B.Pharm)

Percentage: 72%

TECHNICAL TOOLS

- Canva
- ChatGPT
- Google Gemini
- Microsoft Office
- Google Workspace

- WordPress
 - Google Ads
 - Meta Ads
 - Google Drive
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STRENGTHS

- Excellent attention to detail
 - Strong visual communication
 - Fast learner
 - Time management
 - Creative thinking
 - Adaptability
 - Team collaboration
 - Quality-focused approach
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PORTFOLIO

Include examples of:

- YouTube Thumbnails
- Social Media Creatives
- Marketing Posters
- Image Editing Projects
- Brand Design
- AI-Assisted Creative Work
- Website Graphics