

Gokulraj Nagarajan

Brand Manager

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Work Experience - 6 Years

Known Languages - English and Tamil

Location - Chennai

Bio
Brand Manager with experience in building and enhancing brand identities, crafting compelling visual and digital communication strategies, managing brand consistency, and driving impactful marketing campaigns. Skilled in creative design, video production, social media management, and event execution to amplify brand presence and engagement.

Skills

Content and Creative Design & Video Production	Digital and Social Media Social Media, Digital Marketing, Analytics, SEO
Strategy and Development Brand Positioning, Identity, Campaigns	Campaigns and Promotions Event Planning, Engagement, Brand Awareness

Experience

Manager | Branding (September 2021 - Present)
At Samunnati, I blend strategic thinking with hands-on execution to elevate brand presence.

- **Brand Identity & Creative Design**
Led multiple branding projects, ensuring cohesive brand presence across digital and print media.
- **Content & Social Media Strategy**
Managed all social channels, created engaging content, monitored analytics.
- **Video Production**
Produced impactful videos highlighting brand stories, customer testimonials.
- **Event Management**
Successfully organized and executed sector-based expos, corporate events.
- **Brand Positioning**
Developed and executed campaigns that strengthened brand visibility and engagement.

Previously,

Content Creator at Spectacular Creatives (Feb 2018 - Sep 2021)
I focused on Design, Branding, Video Production, and Content Creation for diverse audiences. This role strengthened my expertise in creative design, strategic thinking, and executing successful campaigns to enhance brand presence and engagement.

Education

B.Sc. Media Technology at ICAT Design & Media College (June 2014 - July 2017)
Gained a strong foundation in design principles, media production, and visual communication. The course helped develop skills in creative design, content creation, and storytelling, enabling the production of compelling visual content.

Technical Knowledge - Adobe Suite, Google Analytics, Social Media, Generative based Content Creation in Mid Journey, GPT, Claude