

ARTHIKAN VETTIVEL

MARKETING EXECUTIVE



Jaffna, Sri Lanka

+94 71 938 3745

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PROFILE

Marketing Executive at Synergy Consultant with experience in social media management, graphic design, video editing and bilingual content creation for the overseas education sector. Combines audience-focused storytelling with a UI/UX design background to produce clear, consistent brand communications. Skilled in campaign planning, audience research and performance monitoring, with a foundation in software engineering.

CORE EXPERTISE

Social media management
Campaign planning & execution
Audience & competitor research
Copywriting & bilingual content
Graphic design & branding
Short-form video editing
UI/UX design & prototyping

TOOLS

Marketing & analytics

Meta Business Suite
Google Ads, TikTok Ads Manager
Google Analytics

Creative & design

Photoshop, Illustrator, Figma,
Adobe XD, Sketch

EDUCATION

BSc in Software Engineering

Kingston University
2026 - 2027 | In progress

HND in Software Engineering

ESOFT UNI
2024 - 2025

G.C.E. O/L & A/L

J/Nelliady Central College
2011 - 2019

REFERENCES

Hariarthan Sivanantham

Founder, Cybertronics Lab
+94 77 480 2211

Sulojan Vipul

Branch Manager, Synergy Consultant
+94 76 700 4480

PROFESSIONAL EXPERIENCE

Marketing Executive

March 2026 - Present

Synergy Consultant | Jaffna, Sri Lanka

- Manage social media content promoting study opportunities, university programmes and student success stories.
- Design branded posters, banners, digital creatives and event materials for education marketing campaigns.
- Write English and Tamil captions, promotional copy and video scripts for prospective students.
- Edit promotional videos and short-form content for social media.
- Support webinars, open days, student outreach and institutional partnership promotions.

UI/UX Designer

Jan 2025 - Jan 2026

Venom X Technology

- Designed user-centred interfaces, wireframes, prototypes and high-fidelity layouts for client projects.
- Conducted user research and usability testing to refine interfaces and user journeys.
- Collaborated with developers to translate designs into accessible, functional interfaces.

ACHIEVEMENT

Second Runner-Up | UI/UX Design Competition

ESOFT UNI, Jaffna | 9 December 2025