

DAKSHANA MURTHY A

Graphic Designer & Social Media Specialist

apdhakshinadesigns2018@gmail.com | 73390 98270 | 90805 17005

2/96 J J Nagar Ammanankuppam, Gudiyatham, Vellore - 635803

SUMMARY

To seek a challenging career built upon unflinching attitude to learn. To work in a cooperative environment with opportunities to enrich my knowledge and at the sometimes ensuing satisfied job deliverance.

WORK EXPERIENCE

Graphic Designer - Senior Executive Dec 2024 - Present

- Lifeline Multi Speciality Hospital, Chennai - 10.
- I am a creative and detail-oriented Graphic Designer with 2.5 years of experience in hospital branding and social media design. I specialize in creating logos, marketing materials, and social media content that help hospitals build a strong brand identity. Skilled in Adobe Photoshop, Illustrator, and InDesign, I design visuals that are both eye-catching and effective in communicating a brand's message. Passionate about creating designs that connect with people and enhance the hospital's image.

Branding - Executive Jun 2023 - Dec 2024

- Chettinad Super Speciality Hospital.
- Kelambakkam, Chennai
- Executive - Branding
- Branding Social Media and Digital Marketing.

Graphic Designer Branding May 2021 - May 2023

- G Digital Flex and Digital
 - Gudiyattam, Vellore
-

EDUCATION

Pursuing - MBA-Marketing Dec 2024

- University of Madras

Internship Branding & Digital Marketing June 2023 - Aug 2023

- Chettinad Super Speciality Hospital Kelambakkam, Chennai

M.Sc Computer Science June 2021 - June 2023

- Voorhees College Vellore
 - Thiruvalluvar University Vellore
-

KEY SKILLS

- Adobe Photoshop
- InDesign
- Illustrator
- Canva.com
- MS OFFICES
- Flimora
- Meta Business & Wati Ai
- Google Leads, Medibuddy
- Visit Health
- Social Media Strategy & Management
- Content Creation & Scheduling
- Branding & Visual Identity
- Graphic Design for Social Media
- Audience Engagement & Community Management
- Social Media Advertising (Facebook, Instagram, LinkedIn, etc.)