

# MANAAL ADAM

United Kingdom • +44 7352677644 • manaalbabu@gmail.com • [LinkedIn Profile](#) ↗

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## INTRODUCTION

Electrical and Electronics engineer passionate toward digital media. I was that kid who took selfies with the rear camera of her dad's Samsung Galaxy J1, back when the word 'selfie' hadn't even been invented. My curiosity about the digital world has been growing ever since. It has come a long way since then, and so have I. Over the years, I have cultivated a versatile set of skills spanning video editing, audio editing, podcasting, graphic design, web design, photography, content writing and social media management. In short, I am a complete content creation starter pack. That's right! You, my employer/potential life-saver, just hit the JACKPOT! I am seeking roles in content creation and digital storytelling, where I can combine creativity, strategy, and technical skills to craft engaging online experiences. I am eager to bring my 'golden touch,' as I like to call it, to projects that inspire and connect with audiences.

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## WORK EXPERIENCE

### Social Media Marketing Manager, The Times Kuwait 2023 - 2025

Managed the ideation, creation, and publication of over 10K posts across Instagram and other platforms. Drove audience growth, particularly on Instagram and Facebook. Helped platform gain 12K+ new followers. Analyzed performance metrics including follower growth, post engagement rates, and impressions. Guided overall approach to content creation and posting schedules, enabling strategies for optimal performance.

### Junior Content Writer, The Times Kuwait 2023 - 2025

Authored, proofread and published approximately 200 high-quality articles that align with editorial standards. Tailored to reflect the publication's tone of voice and focused on delivering content that is both informative and engaging for its target audience.

### Junior Graphic Designer, The Times Kuwait 2023 - 2025

Ensured visual quality of all social media posts. Specifically, I:

- Enhanced Image Quality: Implemented Photoshop to scale images, improve resolution, and adjust visual elements for better appeal. Resulted in 15% increased post engagement on Instagram.
  - Cleaned Up Images: Erased unwanted elements and completed missing parts of images.
  - Designed Custom Graphics: Modified and fit 8K+ images into pre-designed templates, ensuring brand consistency. Designed eye-catching visuals and infographics using Canva or Adobe Creative Suite to complement written content. Increased aesthetic appeal.
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## EDUCATION

### Master of Arts in Digital Media 2025- Ongoing

University of Leeds, Leeds, United Kingdom

### Bachelor of Technology in Electrical and Electronics Engineering 2019 - 2023

Thangal Kunju Musaliar College Of Engineering, Kerala, India

## Senior Secondary (XII), CBSE Science

Gulf Indian School Kuwait

2018 - 2019

## Senior Secondary (X), CBSE Science

Gulf Indian School Kuwait

2016 - 2017

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## TRAININGS

### Graphic Design

2020

*Shaw Academy, Virtual*

Mastery of design principles, proficiency in software like Photoshop, Illustrator, and InDesign, and the ability to create captivating visual narratives were among the valuable skills acquired.

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## PROJECTS

### Dare2Develop ↗

2021

Co-founded online podcast by IEDC TKMCE. Interviewed 30 successful entrepreneurs & personas such as Mr. Sarvesh Agrawal, Mr. Santhosh George Kulangara, Mr. Gopinath Muthugad and Mr. Sam Vaghar, to name a few.

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## PORTFOLIO LINK ↗

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## SKILLS

- C++ Programming
  - HTML, JS and CSS basics
  - WordPress
  - Video-editing
  - Content Creation
  - Adobe Creative Suite
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## ACHIEVEMENTS

- **Programme Committee member of college for 2022-2023:** Collaborated with team of 20, organized, coordinated, scheduled and conducted all official events of the college.
  - **Chief Creative Officer for IEDC:** Led a team that designed digital posters for marketing. Drove innovation, and elevated brand identity across all platforms.
  - **Head Girl of school for 2018-2019.**
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## LANGUAGES

- **English:** Advanced
  - **Malayalam:** Intermediate
  - **Hindi:** Intermediate
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## HOBBIES

- Poetry-writing
- Vlogging
- Music-composing
- Crochet
- Origami