DAMALLA YATHIN

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Professional Summary

Content Creator, Visual Designer, and Digital Marketing professional with experience in social media growth, short-form content creation, and brand marketing. Built **@designpreneurss** through reels, hacks, Tips and tricks, and creative campaigns. Skilled in content strategy, video editing, visual storytelling, and digital branding through multiple industry internships.

Experience

Attacked AI Chennai, Tamil Nadu
Creative Design, AI Content & Digital Marketing Intern *Aug 2025 – Dec 2025*

- Shot and edited short-form video content and reels for social media campaigns, leveraging mobile videography and CapCut for rapid turnaround
- Produced AI-generated images and videos for marketing campaigns, contributing to daily visual storytelling across platforms
- Created branded daily creatives, website banners, and visual assets aligned with company brand guidelines
- Contributed to AI-based podcasts and creative media productions, supporting content publishing and scheduling workflows

EVtron Tech Chennai, Tamil Nadu
Digital Marketing Intern *May 2025 – Aug 2025*

- Supported digital marketing campaigns to expand online presence and brand visibility of EV charging solutions
- Assisted in content creation, social media publishing, and end-to-end promotional campaign execution
- Organized and maintained content asset libraries with proper file naming conventions and structured digital storage
- Secured **2nd Place** at the **IBCN Innovation Challenge**, contributing creative content, visual storytelling, and presentation design to deliver an engaging and impactful pitch

Viberr Tamil Nadu, India
UI Visual Designer & Branding Lead Intern *May 2025 – Jul 2025*

- Developed brand identity, UI graphics, and visual design systems for Viberr, a digital social media platform
- Created iconography and digital assets supporting content production and platform engagement initiatives
- Collaborated with a fast-paced startup team to ship brand deliverables consistently on tight timelines

Content Creation

@designpreneurss — Instagram Content Brand
Founder & Content Creator *2020 – Present*

- Grew account to **30K+ followers** by consistently producing trend-led reels, carousels, tutorials, and short-form video content around UI/UX, Photoshop, and Canva
- Produced and edited **reels** and short videos using CapCut, adapting to Instagram algorithm changes and trending audio formats for maximum organic reach
- Managed complete end-to-end content workflow: ideation, shooting, editing, caption writing, scheduling, and community engagement

Campus Media & Event Coverage

Photography Club — IMAGIX IIITDM Kancheepuram
Core Member *2022 – Present*

- Covered college events through on-ground photography and videography; produced visual content published on @imagix.iiitdm
- Captured promotional and event content, handling lighting, framing, and post-shoot editing optimised for social media platforms

- Coordinated with event organisers to plan shoots, ensure full coverage, and deliver edited assets within tight post-event deadlines

Samgatha / Vashisht Fest — Design & Media Team IIITDM Kancheepuram
Design Lead *2023 – Present*

- Led design and media content for annual college fest (@samgatha), creating promotional creatives, reels, and event branding materials
- Directed real-time on-ground content capture during festival days, coordinating with multiple teams for social media publishing
- Produced walkthrough and behind-the-scenes video content for event promotion, achieving high organic reach on Instagram

SAVARA Fest — Organizing Team IIITDM Kancheepuram
Publicity Lead *2024 – Present*

- Led publicity and outreach campaigns for SAVARA (@savara.iiitdm), coordinating promotional activities across digital and on-campus platforms
- Managed social media marketing, content strategy, and audience engagement to maximize event visibility and participation
- Collaborated with design, sponsorship, and organizing teams to execute branding, promotional campaigns, and event communications

Education

IIITDM Kancheepuram Chennai, Tamil Nadu
Bachelor of Technology — Computer Science & Engineering (Artificial Intelligence) *Nov 2022 – Apr 2026*

- Relevant coursework: Human-Computer Interaction, Product Design, UX Strategy, Artificial Intelligence

Leadership & Achievements

National Cadet Corps (NCC) Chennai, Tamil Nadu
Senior Under Officer (SUO) *Nov 2022 – May 2025*

- Commanded and mentored 52+ cadets; represented IIITDM at NCC EBSB National Camp
- Led drills, training sessions, and team activities; instilled values of discipline, accountability, and excellence

Placement Cell Coordinator IIITDM Kancheepuram
Student Coordinator *2023 – Present*

- Facilitated communication between recruiters and 200+ students; organised professional engagement sessions
- Managed placement event logistics, documentation, and stakeholder coordination under tight timelines

Skills

Video & Photography: Reel Shooting, Mobile Videography, Mobile Photography, Event Photography, CapCut, AI Video Tools, Short-Form Video Editing

Content & Social Media: Instagram Reels, Content Strategy, Trend Research, Social Media Marketing, Community Building, Content Scheduling

Design Tools: Figma, Canva, Adobe, Lightroom

Marketing: Digital Marketing, Content Marketing, Brand Storytelling, Campaign Execution

Other: AI Content Creation, Notion Scheduling, Ai Podcast production, Pinterest affiliate automation, Fast adaptability on new tools

Known Languages: English, Telugu (Native), Hindi