

Aadithya Sunil

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A highly skilled professional with a background in advertising operations for a reputable financial magazine, specializing in pan-European institutional investments. Experienced in managing and optimizing ad campaigns, compiling metrics for client reporting, and collaborating with cross-functional teams to ensure the successful delivery of advertising materials. Strongly dedicated to achieving outstanding results and exceeding expectations for clients and internal stakeholders. Seeking new opportunities to leverage expertise and drive growth and success for a company, with a goal of learning and growing while making a meaningful impact.

Core Skills

- MSc. Digital Marketing
- SEO Specialization
- Canva
- Adobe Premiere Pro
- Google Ads & Analytics
- WordPress
- Campaign Management
- SEO and SEM
- Social Media Marketing
- PPC advertising

Employment

Funds Europe, London

Nov 2022 – Jan 2023

Advertising Operations Executive

- Managed and optimized ad campaigns using **Google Ad manager**, resulting in increased revenue and client satisfaction.
- Collaborated effectively with cross-functional teams, including editorial, sales, and design, to ensure the successful delivery of advertising materials.
- Compiled metrics for client reporting with **Google Analytics**, and **GatorMail**, to provide regular updates to management and clients.
- Created daily email newsletters with **GatorMail** to keep subscribers informed and engaged resulting in an average of **10.41%** open rate and **13.96%** click-through rate.
- Experience managing content using **Drupal** for **Funds Europe, Asia, Tech**, and **MENA** websites.
- Worked closely with the editorial team to schedule and plan content for the websites.
- Generated comprehensive reports on website and email performance, utilizing metrics such as traffic statistics, engagement levels, conversion rates, and customer demographics.

Profiles Personnel

Dec 2021 - Present

Hospitality and Events

- Worked in various job positions whilst actively participating in student societies

The Card Factory, Guildford

Oct 2021 – Dec 2021

Customer Service Assistant

- Worked under pressure in a fast-paced environment whilst remaining professional and delivering excellent customer service
- Regularly worked additional shifts at short notice to meet the needs of my employer

Cearsleg Technologies, Trivandrum

Nov 2020 – July 2021

Digital Marketing Intern

- Managed social media content for Instagram, Twitter, and Facebook daily
- Developed a website using HTML and CSS as part of the internship, which **ranked 1st** for the targeted keyword

- Assist with blog management using Content Management systems such as WordPress.
- Worked with SEO & SEM tools and platforms such as Yoast SEO, SEMrush, Google ads, and Ubersuggest to create keyword mapping
- Worked with social applications such as Sprout Social, Mailchimp, and, Canva.
- Optimizing Google my business using 3-pack SEO
- Utilized Screaming Frog to identify, redirect and fix the broken links.

Digital Marketing Projects

Cressive DX, Guildford

Feb 2022 – April 2022

Corporate Challenge Project

- Brainstormed marketing campaigns to build and drive brand awareness
- Analyzed website analytics and reported on trends, social analytics, and competitor analysis
- Designed and developed a landing page using WordPress to run the PPC campaign
- Generated **340 clicks** with a CTR of **7.66%** and secured **7 leads** for the company within a span of 6 days spending **£212**

Riverine Field, India

Jun 2022 – Aug 2022

Social Media Project

- Managed the company's online presence across 3 platforms, including Instagram, Facebook, and Google My Business
- Increased Instagram followers from **0 to 250** within **2 weeks**
- Produced engaging social media posts using Canva that brought in over **250 new followers**
- Improved Google My Business visibility from **0 views to 4489 views** with over **1600 engagements**

Education and Qualifications

University of Surrey

Sept 2021 – Sept 2022

MSc Digital Marketing and Channel Management

2:1

Modules studied include:

Applied Marketing Research, Channel Management, Digital Marketing & Social Media, Entrepreneurship And The Digital Economy, Digital Project Development Integrated And Digital Marketing Communications, Introduction To Marketing Analytics, International Fashion Marketing, And Luxury Branding

Certifications

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|---|--|
| • Search Engine Optimization Specialization | • Content Marketing and SEO Fundamentals |
| • The Fundamentals of Digital Marketing | • Google Tag Manager Fundamentals |
| • Google Ads Search Certification | • Google Analytics for beginners |
| • Google Ads Display Certification | |

IT Skills

Website Management

- WordPress, HTML and CSS

Video and Photography Editing

- Adobe Premiere Pro, Adobe Lightroom, Adobe Photoshop

Social Media Platforms

- Instagram, Facebook, LinkedIn, Pinterest

Microsoft Office

- Word, PowerPoint, and Outlook

G-Suite

- Google Docs, Google Sheets, and Google Forms

