

# ABHIJITH A K

Digital Marketer

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## Professional Summary

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Results-driven Social Media Manager with over 3 years of hands-on experience in content strategy, digital branding, paid advertising, and community engagement. Proven ability to grow online presence, drive lead generation, and improve customer retention through data-driven social campaigns. Adept at using creative content and analytics tools to maximize performance and ROI.

## Professional Experience

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### Social Media Manager | Sanjose Consultancy | Kochi, Kerala

*October 2023 – June 2025*

- Manage and grow social media presence for multiple clients across Facebook, Instagram, LinkedIn, and YouTube.
- Develop, create, and schedule a high volume of daily posts using data-driven insights to maximize audience reach and engagement.
- Create engaging visual content, including Reels and posters, to support campaign objectives and brand storytelling.
- Actively engage with online communities by responding to comments and messages, fostering a positive brand image and customer loyalty.

### Social Media Manager | F2.0 Studios | Alappuzha, Kerala

*November 2022 – September 2023*

- Managed the end-to-end social media strategy for a photography studio, focusing on Instagram to ensure consistent branding and community growth.
- Developed and executed targeted ad campaigns that successfully generated leads and increased client bookings.
- Planned and published a daily content calendar of high-quality images, Reels, and Stories, resulting in increased follower engagement.
- Optimized ad spend through rigorous A/B testing, precise audience targeting, and strategic budget allocation.

## Social Media Manager | Sensations Solutions | Kochi, Kerala

*July 2022 – October 2022*

- Successfully managed social media pages for over 8 clients simultaneously across Facebook, Instagram, LinkedIn, and Twitter.
- Designed and implemented custom advertising strategies that improved client ROI.
- Utilized A/B testing and audience segmentation to refine ad targeting, reducing cost-per-acquisition.
- Monitored industry trends and analyzed key performance metrics to adjust strategies, leading to sustained channel growth.

## Education

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### Bachelor of Commerce

D.B. College, Keezhoor  
2017 – 2020

### Plus Two Commerce

SMSNVHS S, Vaikom  
2015 – 2017

## Certifications & Training

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Digital Marketing Certification | Tecswan Institute Kochi & Avodha | 2022

## Skills

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- **Social Media Marketing:** Facebook, Instagram, LinkedIn, YouTube, Twitter, Content Creation, Community Management, Campaign Management
- **Advertising:** Social Media Ads (Facebook/Instagram Ads), Google Ads, A/B Testing, Audience Targeting, Budget Optimization
- **Tools & Software:** Canva, Adobe Photoshop, G Suite (Gmail)
- **Analytics:** Social Media Analytics, ROI Tracking, Performance Monitoring

## Languages

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- **English:** Native
- **Malayalam:** Native
- **Tamil:** Proficient