

# VIMAL PRADEEP

## Digital Marketing Executive

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Coimbatore



## SUMMARY

A digital marketing Executive (Linkedin Supplier) with two years of professional experience and specializing in Linkedin Survey and campaign development. A proven track record of building and leading high-performance marketing teams to execute end-to-end digital campaigns. A strong history of identifying opportunities to transform brand messaging aligned with target audiences.

### EDUCATION:

#### Kongu Engineering College - MBA

Master Degree in Hr & Marketing.  
(2017 – 2019)

#### Sri Eshwar College Of Engineering - B.E

Bachelor in Computer Science and Engineering  
(2011 – 2015)

### SKILLS:

- **Dechiper** Marketing Survey Tools.
- **Oracle Responsys** Email Marketing and Campaign Tool.
- Email Campaigns and Landing Pages.
- **Wrike** Communication and Asset capturing.
- Adobe Marketo
- Web Development with Responsive Web Page Design.
- Debugging the Web pages.
- HTML, XML, CSS, JavaScript and BootStrap 5.0
- Microsoft Power BI.
- zoho projects and people integration.
- Microsoft Office Package Tools.

### CERTIFICATIONS:

- Completing **Full Stack Web Development**

### PROFESSIONAL EXPERIENCE:

#### Associate Engineer - Technology

#### Verticurl Marketing Pvt Ltd. - Coimbatore

(02/2022 – 04/ 2024)

#### PROJECT:

##### Linkedin - Research Ops AdEfx.

- In Research Ops Normally used to Create Surveys and the Email Campaign Assets as per Client Requirements.
- To Create the Survey Used Tool named as Decipher.
- Also to Create Email Campaigns used the MAP Tool called as Oracle Responsys.
- Create and execute email marketing campaigns, and analysis of campaign performance.
- And also worked and utilized the Tools Marketo, Litmus, Inkwell and Campaign Central
- Make new business connections or nurture existing business relationships.

### LANGUAGES KNOWN:

- English and Tamil.