

Akshya Gayathri A Sivanesan

Digital Marketing Executive

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OBJECTIVE

I am passionate about digital marketing where there is an opportunity to learn something new every day. My work experience is in understanding the intricacies of data analysis and driving business growth with the right social media strategies. My professional journey has been marked by the pursuit of data-driven insights, creative content generation, successful influencer collaborations, and organic social media marketing.

EXPERIENCE

Digital Marketing Executive, Krishi Janani PBC, India

Oct 2023 - PRESENT

- Managing and overseeing paid social media campaigns.
- Strategizing and executing plans for optimal results.
- Collaborate with cross-functional teams, including sales, design, and content creators.
- Create and manage social media profiles across various platforms.

Digital Marketing Executive, Nimble Wireless Pvt. Ltd, India

Dec 2022 - Oct 2023

- Proficient in generating creative content that captivates and engages audiences.
- Maintaining strong relationships with influencers for effective collaboration.
- Understanding data and driving growth with the right social media strategy.

EDUCATION

MIB, Dr. G.R. Damodaran College of Science, Coimbatore, India

2021 - 2023

Masters in International Business

3.3 / 4 GPA

B.Com CS, PSG College of Arts and Science, Coimbatore, India

2018 - 2021

Bachelor's in Commerce, Corporate Secretaryship

2.9 / 4 GPA

AWARDS & CERTIFICATIONS

- Student Body Secretary, PSG College of Arts and Science (2022)
- NPTEL Certificate Course in Service Marketing
- Udemy Retail Management Certification
- Certificate in Beginners Digital Marketing

TECHNICAL SKILLS

- Digital Marketing: Social Media Marketing, Influencer Marketing
- Office Tools: Microsoft Office, Data Entry & Management Tools
- Technical Marketing Tools: Canva, Photoshop, Shopify, Google Analytics