

# AJESH S

## DIGITAL MARKETING EXECUTIVE



### CONTACT

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### SKILLS

- Search Engine Optimization
- Pay-Per-Click Advertising
- Teamwork
- Content Creation
- Data Analysis
- Social Media Marketing
- Basic Web Development
- Staying Updated

### LANGUAGES

- English (Fluent)
- Malayalam (Fluent)
- Tamil (Intermediate)
- Hindi (Intermediate)



### PROFILE

Digital Marketing Specialist with experience in crafting and executing data-driven strategies to enhance online presence, generate leads, and increase ROI. Proficient in SEO, PPC, social media management, and content creation. Adept at leveraging tools like Google Analytics, Google Ads, and Facebook Ads Manager to optimize campaigns and achieve business goals.



### WORK EXPERIENCE

**Finez Technologies** 2024 - PRESENT  
Digital Marketing Executive

- Conducted keyword research and implemented SEO best practices.
- Tracked and analyzed website traffic and campaign performance using tools like Google Analytics.
- Scheduled posts, ran social ad campaigns, and monitored platform analytics.
- Created and managed engaging content for blogs, websites, and social media platforms.
- Kept up with digital marketing trends, technologies, and best practices.

**Right Soft Options (Internship)** 2023 - 2024  
Digital Marketing

- Learned digital marketing strategies and techniques under the guidance of experienced faculties.
- Completed a project on SEO and SMM.



### EDUCATION

**Right Soft Options** 2023  
Kaloor, Kochi  
Digital Marketing (Diploma)

**AMC Group Of Educational Institutions** 2020 - 2023  
Manisseri, Palakkad  
B.Com Computer Application | Calicut University

**SN Trust Higher Secondary School** 2018 - 2020  
Shoranur, Palakkad  
Commerce with Computer Application

**Carmel CMI School** 2018  
Kallipaadam, Palakkad  
High School