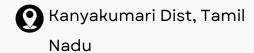
BUBSHAP

Digital Marketing Specialist









EDUCATION:

2014-2015 SSLC at Adlin Matric Higher Secondary School, 95.4%.

2016-2017 HSC at St. Lawrence Higher Secondary School, 84.5%.

2017-2021 Bachelor's degree at Loyola Institute of Technology & Science, Branch: ECE

SKILLS:

- SEO & SEM
- Social Media Marketing
- Content Creation
- Content Marketing
- Email Marketing
- Zoho CRM
- Zoho workplace
- Zoho Zakya
- MS- office

SUMMARY:

Experienced digital marketing specialist hands on experience in SEO, SEM, content marketing, email marketing, and social media. Strong communication and analytical skills, with a focus on creating engaging content and optimizing marketing strategies.

WORK EXPERIENCE:

Graduate Apprentice Traine:

• CTTI (March 2022-June 2022), Chennai

Digital Marketing Specialist

• Lenshot Digitals(July 2022 - July 2023), Thuckalay

Digital Marketing Specialist

Karvy sot pvt.ltd, Authorised partner of **ZOHO** (April 2024-Present), Nagercoil

RESPONSIBILITIES:

- Develop and implement digital marketing strategies to drive online traffic to the company's website.
- Manage and optimize digital advertising campaigns across various platforms such as Google Ads, Facebook Ads, and LinkedIn Ads.
- Conduct market research to identify trends and opportunities for growth.

PERSONAL DETAILS:

1. Father's Name: Pankiras

2. Marginal Status: unmarried

3. Hobbies: Editing, Browsing SM

INTERPERSONAL SKILLS:

- Leadership: Inspiring and guiding others towards achieving shared objectives.
- Networking: Building and maintaining relationships with a diverse range of people for personal and professional growth.
- Adaptability: Being flexible and open to different ideas and approaches.
- Active listening: Paying attention and showing interest in what others have to say.

- Create engaging content for social media channels and monitor their performance using analytics tools.
- Collaborate with the design team to create visually appealing graphics and videos for digital campaigns.
- Monitor and analyze website traffic and user behavior to improve conversion rates.
- Stay up-to-date with the latest trends in digital marketing and suggest new strategies to enhance the company's online presence.
- Measure and report on the performance of all digital marketing campaigns, providing insights and recommendations for improvement.

DECLARATION:

I affirm that the information in this resume is accurate and complete to the best of my knowledge.