

# BUBSHA P

## Digital Marketing Specialist



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Kanyakumari Dist, Tamil  
Nadu

### 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 Trainee:**

- 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.