

## OBJECTIVE

To work in a professional environment where I could utilize my abilities and technical know-how to advance both the firm and my career.

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## SKILLS

- Search Engine Optimization
  - Pay-Per-Click Advertising
  - Social Media Marketing
  - Keyword Research
  - Problem Solving
  - Communication Skills
  - App Promotion
  - YouTube Marketing
  - Social Media Management
  - Brand Marketing
  - Snapchat Digital Ads
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## EXPERIENCE

### Oh Yes APP

1/04/2024 -Currently working

#### Digital Marketer

- Increased the number of app downloads from 2000 to 70000.
- Generated leads through various ads on different platforms such as Facebook, Instagram, Google, etc.
- worked on brand awareness ads on various social media platforms.
- Increased website traffic as a result of numerous SEO techniques
- Notification Strategy
- SEO Management

### IBIS ACADEMY OF HIGHER EDUCATION

16/12/2021-31/04/2024

(2yrs 5months)

#### Digital Marketer

- Developing social media, youtube, and google ads to meet a daily lead generation goal for all branches in India.

- Manage social media accounts
- Lead the dm team
- Working on seo strategies to get ranked in google search
- Using google adwords, keyword planner, analytics, and other tools to do thorough keyword research in order to recognise and evaluate current market trends.

## **90+ MY TUITION APP**

1/09/2020 -

15/12/2021

*(1yr 5months)*

### **Social Media Promoter**

- Increased the number of app downloads from 35000 to 540000.
- Generated leads through various ads on different platforms such as Facebook, Instagram, Google, etc.
- worked on brand awareness ads of 90+ on various social media platforms.
- Increased website traffic as a result of numerous SEO techniques

## **Potters Wheel Media**

1/08/2019 - 30/08/2020

*(1yr 2months)*

### **Digital Marketing Executive**

- Managed around 13 clients' social media accounts and all digital ads
- Using Google Adwords and other platforms, we performed detailed keyword research in order to identify and analyze current market trends.
- Worked on SEO for clients' websites.
- On-page & off-page SEO
- In charge of the preparation of the client's calendar.

## **Phase 3 India (p) Ltd.**

9/01/2017 - 30/07/2019

*(2yrs 8months)*

### **Digital Marketing Executive**

- Leads were generated in accordance with the monthly target (150 quality leads per month).
- Handling Social Media accounts
- Campaign and contest ideation for follower growth.
- Developed and implemented SEO strategies that significantly increased the website's ranking and attracted more customers to the website

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**EDUCATION**

course	College	University	Percentage	Year of passing
BCA	Lakshmi college chalakudy	Kerala University	68%	2016
Digital Marketing	Digital ProSchool			2017

**PERSONAL DETAILS**

Address :Kannath (h) Potta P.O Alavicenter , Thrissur, Pin 680722  
Date of Birth: :25/03/1995  
Gender :Male  
Language Know :Malayalam, English