

## VISHNU SURESH

## Digital Marketer

Mayooram, Peramangalam P O, Thrissur, Kerala, India -  
PIN: 680545

☎ +918943671952

+918301837106

✉ [vishnuks293@gmail.com](mailto:vishnuks293@gmail.com)

---

### Profile:

Result focused Digital Marketer with a thorough understanding of social media platforms, digital marketing strategies, campaign planning, implementation, budget management and brand awareness. Proven ability to use creative, low-cost strategies to help businesses to acquire and retain customers and Growth Hacking.

### Skills:

- Social Media Marketing
- Digital Marketing Strategy
- Budgeting & Planning
- Google Analytics
- Growth Hacking
- Emerging Technologies
- Brand Building
- Search Engine Optimization
- Lead Generation
- Viral Marketing Strategies
- Search Engine Marketing
- Google AdWords

## PROFESSIONAL EXPERIENCE:

### *Growth Hacker*

*Nov .2020 till Present*

### *Selected Results:*

- Prepared a marketing plan for an online kid's app for all digital platforms..
- Generated Inbound leads for a B2B start up, as a consultant.
- Consultancy and implementation services for an IELTS & Communicative English training center for lead generation.
- Generated for them 120+ leads per day for 15 days.
- Branding strategies for clients from Car accessories and spare part sales, Hotels, Educational Institutions.

## KEY DELIVERABLES

- Offer advice and expertise to organizations to help them improve their business.
- Use creative, low-cost strategies to help businesses acquire and retain customers.

***PAPERCRAVE MOBILITY SOLUTIONS - Digital Marketing Executive -18-Nov.2019 till Nov.21, 2020***

### *Selected Results:*

1. 30+ businesses achieved in one year
2. Helped a UAE based innovative Money Exchange and Payment Gateway to increase brand visibility among target audience through cost effective creative strategies.

- Grew their Facebook likes by 10,000 in three months
  - Generated 1500+ leads for them in three months.
  - Grew their reach by 2, 00,000 in three months.
3. Helped an educational and training institution spread across 7 cities in India and in achieving 120 % revenue through Digital Marketing.
    - Did SEO, SMM and SEM.
    - Implemented A/B Testing and WhatsApp Chatbot integration.
    - Set up 32 campaigns in 2 days.
  4. Implemented Viral Marketing strategies for small businesses.
  5. Lead generation and Brand Awareness strategies for clients from the following niches:
    - Educational Training Providers
    - Educational Institutions
    - E-Commerce
    - Health Service Providers
    - Home Appliance Dealers
    - Computer Service Centres.
    - Beauty & Spa Centre
    - Telecom Service Providers
    - Builders
    - Facility Management Services
    - Restaurants
    - Multi-Level Marketing Clients
    - Financial Advisors
    - Car and Bike Dealers

## KEY DELIVERABLES

- Overseeing digital marketing campaigns across various social media platforms and corporate websites.
- Create engaging social media strategies and execution plans that cultivate audiences, increased web presence and enhanced brand awareness
- Monitoring the success of social media campaigns through media analytics.
- Evaluating the effectiveness of marketing programs, provide market analysis and insights to senior management.
- Coordinate with Marketing, Sales and Designers team as well as key agency media partners to gather information towards analyzing efficacy and Return on Investment (ROI) of all brand management events.
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns of 30 plus clients.
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Significantly reduce clients' expenses by utilizing innovative digital solutions to streamline Operations.
- Leading the team of digital marketing interns.
- SEO for 10+ clients.
- Offer advice and expertise to organizations to help them improve their business.
- Use creative, low-cost strategies to help businesses acquire and retain customers.

## **KEY DELIVERABLES**

- Stay up-to-date with the latest technology and best practices
- Manage all digital marketing channels
- Oversee all the company's social media accounts and see how emerging social networks and features can benefit the company
- Monitor competition and provide suggestions for improvement
- Identify habits of online customers and suggest ways to reach a broader audience.
- Coordinate with the Social Media Manager and the Marketing department to design advertising campaigns.
- Ensure timely responses to customers and followers' queries and comments
- Advise other employees on their social media activity (e.g. how to respond to comments and questions by customers and what to share on personal or company accounts)

***CODING HANDS LLP, THRISSUR - Digital Marketing Intern - March 11, 2019 to May 31, 2019.***

## **EDUCATION & TRAINING**

- BBA, HRM, St. Aloysius College, Elthuruth, Thrissur.
- Diploma in Digital Marketing, IDA, Thrissur.
- G-OPERATOR Course, G.TEC, Mundur, Thrissur.
- Certificate in Sports Marketing from Northwestern University through Coursera.org
- Certificate in Fundamentals of Digital Marketing from Google.com
- Certificate from HubSpot Academy in Inbound Social Media Strategy
- Online Diploma in Marketing Management through Alison.com
- Growth Hacking with Digital Marketing (Version 7.3) through Udemy.com – In progress

## **LINKEDIN PROFILE**

<http://www.linkedin.com/in/vishnu-suresh-1b7202164>

## **REFERENCE**

1. Mr. Majo Mathew C  
Managing Director,  
Papercrane Mobility Solutions Pvt. Ltd, Thrissur
2. Mr. Akhil Babu  
Manager – Operations,  
PayRemit (Ventaja Group)