

ANISH.M.PRASAD

Citizen: Indian▪ Date of birth: 03/09/1986

CONTACT

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Profile Abstract:

- Moderate Learner with managerial abilities.
- Potential to work towards progress systematically.
- Flexible communication and language skills.
- Ethical and value addition capabilities.

Education:

PG: MBA – MARKETING (2009 – 2011)
AMET UNIVERSITY, CHENNAI

UG: BBM with (Computer Application) 2006 -2009
SRI KRISHNA ARTS & SCIENCE COLLEGE
BHARATHIAR UNIVERSITY, COIMBATORE

SCHOOL: HIGHER SECONDARY EDUCATION (10+2) 2004 - 2006
BHARATHIYA VIDYA BHAVAN, THRISSUR, KERALA

WORK EXPERIENCE:

1. SAGACIOUS INFO SYSTEMS (Bangalore).

Feb 2021 – Till Date

Social Media Analyst

- Handling Facebook, LinkedIn, Twitter, YouTube and Pinterest Accounts.
- Assisting in the Social Media Strategies
- Creating Social media Content (Posters and Video Presentation using Canva)
- Brand management of all Social Channels of the Websites
- Generating Report on the insights of the traffic from all social media platforms.
- Keyword Research using Keyword Planner and Keyword Everywhere for description and tags.
- SEO on-page optimization through Word- press.

2. BLISMOS SOLUTIONS (Bangalore).

Aug 2020 – Feb 2021

Digital marketing Intern

- Creating Info-posters using Canva.
- Handling Social Media (Facebook, LinkedIn and Instagram)
- Video Creation, Basic video editing using Kinemaster and Filmora.
- Assisting in website design (Kajabi) with the website developer.

3. BIKER ZONE (Thrissur, Kerala).

Feb 2016 – Mar 2019

Marketing Manager– Direct and Social Media Marketing.

- Identifying the product potential and marketing budget for campaigns.
- Monitoring Social Media Handles (Facebook and Instagram).
- Product Photography to upload in social media platforms.
- Conducting Events and promotional activities.
- Direct sales/marketing for Walk in customers..

4. AEGON Life Insurance Pvt. Ltd., (Thrissur and Coimbatore)

Oct 2014 – Feb 2016

Business Manager.

Roles & Responsibility:

- Recruitment of candidates for life insurance agents.
- IRDA Training and team building activities.
- Assessment and conversion of team sales activities based on targets.

LANGUAGES KNOWN: ENGLISH, HINDI, AND MALAYALAM.

COMPUTER SKILLS: MS OFFICE, DIGITAL MARKETING.

EXTRACURRICULAR: ACTIVITIES: PHOTOGRAPHY, TRAVELLING, FOOTBALL, BASKETBALL.

PERMANENT ADDRESS: #47, SREYAS, ROSE GARDENS, PATTURAIKAL, THRISSUR, KERALA-680022.

CURRENT ADDRESS: #15, SANJAY NIVAS, 10TH MAIN, MARUTHI NAGAR, MALLESHPALAYA, BANGALORE - 560075

PLACE: BANGALORE