

ASHWINI SASI

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Summary

To be a part of organization that provides an atmosphere of mutual growth and benefits, where I can show my talent and potential.

Education

Bachelors Technology in Computer Science (B.Tech) 2013 - 2017

Ammini College of Engineering affiliated to Calicut University

Work History

June 2018 till date

Digital Marketing Executive - Lulu International Shopping Pvt LTD (Kochi)

- Drive traffic to company pages
- Worked with the Implementation of CRM Software for the Company.
- Discussions about different ways to improve business and bring more leads.
- Developing more ideas for proper use of leads.
- Data entry, Data management & Verification.
- Ecommerce Site Management.
- Email Marketing to our Database.
- SMS Marketing to our Database.
- Management of Banners, Post in Social Media.
- Also worked with Malayala Manorama and Mathurbhumi Newspaper for Offer Campaign done for Lulu.
- Keywords Research and Keyword Planners
- Google Adwords Campaign Creation.
- New Site Launch- From the base to the end SEO has been done.
- Site Keywords has been fully prepared for the Ecommerce Site.
- Coordinating Banner Creation with the Category team and the External team.
- Newsletter preparation and sending to the customers according to the offers provided.
- Contact, interview, and hire third party graphic designers, web designers, and videographers to create unique and engaging content
- Use Google Analytics, Google AdWords, and other relevant sites

August 2017 to June 2018

Digital Marketing Executive / SEO Analyst

Spectrum Softtech Solution Pvt LTD, Kochi

- Training for Students on Digital Marketing
- Domain Renewal, Transfer and Buying New Domain.
- Domain Space Renewal.
- CRM Updation and maintenance.
- Technical Support for Customers.
- SEO Client Work.
- Coordination with Web Designers and Programmers for Client Projects.

- Documentation of Technical Documents.
- Coordination Work.
- Maintenance of Internal Domain and Internal SEO Work for the Company.
- Collocation Client and Server Maintenance.
- Mail Server Manager.

Certifications

- Google Analytics Certificate
- Google My Business Certificate
- Google Campaign Manager Certificate
- Google Ads Video Certification
- Display & Video 360 Certification
- Search Ads 360 Certification

Achievements

- **IEEE Paper:** Had published the Mini project paper in IEEE journal.
- Participated in Red Hat Class.
- Also has certificate on Digital Marketing, attended class for 2 months.
- Also studied Adobe Photoshop Course.

Academic Work History

RESEARCH PROJECT

- **Mini Project**
Blood Connect App:

The Blood Connect was my Mini Project in B-tech. The App was Android App. In this app both the donors and receiver can have a registered id. Nearby donors can be sorted according to geographical status. So the person in need can send request to the people who have the same blood group at the near by location. So at the time of emergency we be can get it as soon as possible.

- **Main Project**
De-duplication of Data using Hybrid Cloud.

The Main Project is based checking de-duplication of data in Hybrid cloud. We can consume space using this application so that we use the space in cloud as more useful.

This can also help to validate the data. So that the data that are needed only can be saved. The unnecessary data will not be saved and only needed one will saved.

2013 - 2017

Ammini College of Engineering, Palakkad

Perused my Bachelor of Technology Degree under Calicut University

2010 - 2013

NSSHSS Kalpetta, Wayanad

Studied XI -XII, Subject was Biology Science.

2001 - 2010

De Paul Public School, Kalpetta, Wayanad(CBSE Affiliated)

Had my schooling from I-X under Central Broad of Education.

1999 - 2000

St. Xavier School, Mumbai

Studied the life Basics of Studies LKG and UKG.

Additional Information

Languages Known

To speak : English, Malayalam,Hindi

To read : English, Hindi,Malayalam

To write : English, Hindi,Malayalam

Computer knowledge

Advanced user in Word, Excel, Power point & Internet with good speed.

Have developed skills in Editing

Date of Birth: 03rd December, 1995

Gender: Female

Marital Status: Married

References:

Mr. Nachikethus S R

Digital Marketing Executive

Spectrum Softtech Solutions, Kochi

Ph: 08129045851

Mr. Jassim Khan

Manager Ecommerce

Lulu International Shopping Mall Pvt LTD

Ph: 7593812258