

ROHITH KRISHNAN

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(+91) 7012354578 / 8891356342



Digital Marketing Strategist | Social Media Manager
Digital Operation Manager | SEO | Software Developer

EDUCATION

MBA(BUSINESS&OPERATION)

Himalayan University(Distance Education)
2018-2020 (Still Pursuing)

B.TECH (IT)

Toc h Institute Of Science & Technology
2010- 2014

PLUS TWO (CS)

SNDP HSS Udayamperoor
March 2010

SSLC

SNDP HSS Udayamperoor
March 2008

OBJECTIVE

I seek challenging opportunities in the field of Information Technology Industry, where I can fully use my skills for the growth of the organization.

PERSONAL ATTRIBUTES

- Confident, enthusiastic, self motivated, responsible, creative and resourceful.
- Dynamic team player with leadership charisma.
- Attractive nature with learning ability and hardworking attitude.
- Never give-up nature if I feel its possible to achieve
- Multiple talents.

EXPERIENCE (5 YEARS)

DIGITAL MARKETING STRATEGIST

Sep 2019 - Present

TRUST TECH SOLUTIONS LLP

- Building strategies for Google Ad-words campaign.
- Strategy maker for Social media marketing.
- Knowledge in financial trading (Forex marketing)
- Motivating team with new training's and market updates.
- SEO Auditor
- Implementing new technologies and strategies for better campaign performance.
- Working with creative designers and digital marketing team to ensure more ROI

DIGITAL OPERATION MANAGER

Feb 2019 - Aug 2019

STRATAGILE MARKETING CONSULTANCY PTE LIMITED

- Managing Digital Team & Operation across different countries.
- Effectively maintaining proper relationship between employees and act as a bridge between company management & employees & customers.
- Handled a team of 5 members.
- Managing international client operation and their digital marketing channels.
- Ensure proper reporting to company heads & Clients with various report
- Good Organizing & Planning
- Handling International Accounts (Zebra Technologies, VMware etc.)
- Experience in Google Ad-words, Google Analytics, Optimise, Seo Tools(SEMRUSH), Data Studio, Facebook, LinkedIn, Bing & Instagram etc.
- Problem Solving Skill
- New Technology & Strategy implementation.
- Consultant and Strategy Maker.

ASSISTANT MARKETING MANAGER

Jun 2017 - Feb 2019

HAJEE HASSAN (Indian Tobacco Company Distributor, HHYS Inframart)

- Managing Primary & Secondary inbound sales.
- Motivate the team to achieve the set target and ensure ROI.
- Effectively maintaining proper relationship between employees and act as a bridge between company management & employees & customers.
- Handled a team of 10 Sales Executives & Promoters.
- Managing all the Digital marketing channels.
- Ensure proper reporting to Company Heads with various reports.
- Managing the ITC Company Supply chain & Operations Software.
- Responsible for the Sales & Marketing of Kollam District in Kerala.
- Actively managing brand Promotions & Sell out activities in the assigned Territory.
- Attending & Organizing business meets, events, and conferences.
- Products Handled
- FOOD PRODUCTS (Asirvad Atta, Yipee Noodles, Dark Fantasy & Sun-feast biscuits.
- PERSONAL CARE PRODUCTS (Engage Deo & Perfumes, Vivel, Fiama Soap & Shampoos)

BUSINESS DEVELOPMENT OFFICER

Nov 2016 - May 2017

INVACCS SOFTWARE SOLUTIONS PVT LIMITED

- Build, plan and implement the overall digital marketing.
- Extending market reach through development of integrated social media marketing campaigns.
- Provided Quotes for new business according to their requirements & prepare proposals for clients.
- Implementation and Training of software.
- Co-ordinate with the clients to ensure their proper Operations.
- Experience in Handling Potential client calls and dealing with them effectively.
- Built strong relation with clients and stakeholders.
- Resolved customer queries and issues, ensuring customer satisfaction.
- Participated in daily production meetings to discuss any potential issues that might disrupt any on time delivery dates.
- Coordinated with senior managers - new business trends to develop new services, products, and distribution of channels.
- Build inbound Sales & marketing plan.
- Forecast sales performance trends.
- Motivate team to achieve goals.
- Exposure in PRODUCTS such as
- Inventory Billing + GST Accounts –software

SOFTWARE DEVELOPER

June 2014 - Oct 2016

UNISIS SYSTEMS & SOLUTIONS (I) , Infopark, Kerala

- Build, plan and implement the overall digital marketing.
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EXPERTISE IN

- Google Ad-words
- Google Analytics
- Optimize
- SEMRUSH

- MS Word
 - MS Power point
 - Outlook
 - MS Excel
 - Photoshop
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PROGRAMMING

- HTML
 - Dot Net
 - Wordpress
 - Google Analytics
-

INTERESTS

- Driving
 - Travelling
 - New Technology
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LANGUAGE SKILLS

Malayalam	Read, Write,Speak
English	Read,write,speak

PERSONAL DETAILS

Date of Birth	: 25 / 03 / 1992
Father's Name	: Unnikrishnan T.P
Mother's Name	: Rethika Unnikrishnan
Nationality	: INDIAN
Marital Status	: Single
Mother tongue	: Malayalam
Address	: Sreehari House, Settlement Road, Eruveli, Chottanikkara (P.O), Ernakulam - 682312, Kerala.

DECLARATION

I hereby declare that the above-mentioned particulars are true to the best of my knowledge and belief.

ROHITH KRISHNAN