

LIJI K J

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Summary

I've worn many hats in my career-- programmer, digital marketer, mystery shopper, social media evaluator. For the past two years, as a Sr. digital marketing specialist I am helping businesses to ensure their online presence and getting leads along with that I've been working (volunteering) for the community through various initiatives on Education and Hunger. I've held leadership positions at various NGOs. Completed B.Tech graduation in Electronics & Communication Engineering in 2016.

Professional status

Neoito Technologies Pvt Ltd, Trivandrum, Kerala

Website: <https://www.neoito.com>

Job Profile: Sr. Digital marketing specialist (November 2019 - present)

SEO Specialist (October 2017 - Nov 2019)

Duration: October 2017 - Present

Achievements: Awarded as best debutant employee of the year 2017.

Responsibilities:

- Evaluated websites based on technical factors, on-page analysis, and backlink profiles to summarize the current SEO strength of the site.
- Improved organic search results by increasing the search engine results page from 12 to number 1 thereby increasing the leads.
- Managed social media sites for businesses in order to enhance the overall online reputation and clientele interaction.
- Employer branding and marketing in the US and Norway markets.
- Conducting recruitment for SEO executive
- Providing SEO training to new team members.
- Writing SEO codes for on-page SEO including meta tags, structured data using schema, etc.

Volunteer Management Experience

Leader, U&I, Trivandrum, June 2018 - Present

<https://www.uandi.org.in/>

Learning & Development fellow [**Leader**], June 2019 - Present

Responsibilities:

- Leading a team of 50 volunteers along with fellow leaders to teach underprivileged children in a shelter home in Trivandrum.
- Manage volunteer database using Podio Customer Relationship Management tool.
- Introduced Google Classroom to help streamline volunteer management thereby increasing overall efficiency of each classroom by sharing curriculum, lesson plans and textbooks.
- Conducting online as well as offline volunteer engagements as part of team building.

Center fellow [**Leader**], June 2018 - March 2019

Responsibilities:

- Spearheaded the new volunteering chapter of U&I in Trivandrum to teach kids in shelter homes.
- Collaborated with fellow leaders to recruit and conduct volunteer interviews and assessments to ensure volunteers are qualified for the position of teaching kids.
- Managed volunteer database using Podio Customer Relationship Management tool.
- Ensured center management & communication between learning center partner (LCP) and U&I manager.
- Influenced the volunteers and kids which results in positive behavioural changes in kids.
- Organized volunteer training under budget.
- Worked with the manager to orchestrate all purchasing and budget. Utilized the funds received from corporates as part of CSR for learning material for the children and classroom materials.

Leadership Experience

City Leader, Feeding India, Trivandrum, April 2019 - Present

<https://www.feedingindia.org/>

Responsibilities:

- Coordinating the scheduling of volunteers for food donation drives occurring at various locations in Trivandrum.

SPEGA Communications Pvt Ltd, Vadakkencherry, Palakkad

Website: <http://www.spegatechnologies.com/>

Job Profile: Programming Trainee

Duration: April 2017 - September 2017

SPATEZ Technology LLP, Thrissur (Startup, Jyothi Engineering College TBI)

Website: <https://www.spatez.com/>

Job Profile: Embedded Incharge

Duration: November 2015 - June 2016

Certifications

- Google Analytics & Adwords certified professional
- Bing Ads Accredited Professional

Academic qualifications

Bachelor of Technology graduate in Electronics and Communication from Calicut University (2012-2016) (65.9%)

References

Available on request

Kerala, India

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