

JUBEY THEKKEKARA

Digital Marketing

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Dublin



EXPERIENCE

Social Media Marketing Manager

Environmental Products & Services Ltd

04/2024 - 10/2024 Newry, Northern Ireland

- Developed and executed social media and content strategies aligned with business objectives
- Created brand guidelines, content calendars, content pillars & themes and ensured consistency across all marketing communications
- Managed website updates using WordPress Elementor to enhance user experience
- Led email marketing campaigns, including a major event for Singapore, using Mailchimp with an open rate of 41% and click rate of 25%
- Monitored campaign performance and generated reports for key stakeholders
- Created engaging copy for blogs, social media, and promotional materials

Client Service Advisor

Nuffield Health

10/2023 - 04/2024 London, UK

- Handled customer interactions through social media, live chat, and phone, improving brand loyalty
- Spearheaded cross-channel marketing communications strategies, increasing brand engagement by 30% across social media, email, and digital advertising, and boosting customer retention by 15%
- Provided insights for customer segmentation and marketing efforts through feedback analysis

Team Lead

Albury Organic Vineyard

02/2023 - 05/2023 Guildford, UK

- Led a project as part of the MSc Corporate Challenge, focusing on website renovation, SEO, and social media strategies
- Developed content plans to improve engagement, identified target audiences, and optimized content for their needs
- Executed SEO strategies to increase website traffic and implemented social media uplift plans to boost engagement

Admissions Officer

JBCN International Schools

08/2021 - 09/2022 Mumbai, India

- Led the entire admissions and student onboarding process, accelerating processing times by 40% and achieving full compliance with institutional policies
- Increased qualified leads by 25% and boosted overall conversion rates by 15% through a strategic mix of digital and traditional marketing channels.

Marketing Executive & Canada Counselor

Edwise International LLP

09/2019 - 08/2021 Mumbai, India

- Drove lead generation and conversion efforts through social media marketing, promoting educational fairs and events
- Counseled students on Canadian universities, courses, and admissions processes, providing tailored guidance
- Executed targeted online marketing campaigns through Facebook, optimizing strategies for lead acquisition
- Collaborated closely with marketing, design, and sales teams to ensure cohesive and effective promotional efforts
- Achieved 95% conversion rate for events related to abroad studies and guest lectures from international university delegates
- Hosted and presented for more than 25 events and education fairs and converted 72% of the audience

SUMMARY

VISA STATUS: STAMP 1G (NO SPONSORSHIP REQUIRED)

Digital Marketing Professional with over 6 years of diverse experience in the FMCG, healthcare, environmental, and education sectors. Proven expertise in **SEO, SEM, social media marketing, content creation, and campaign management**, driving lead generation and market development. Demonstrated success in developing high-converting campaigns that enhance brand visibility and engagement. Skilled in leveraging tools such as **WordPress, Mailchimp, Google Analytics, and SEMRush** to optimize marketing strategies and achieve measurable results. A results-oriented marketer with a track record of delivering innovative solutions that align with business goals.

SKILLS

Adobe Photoshop

Canva

CMS

Reporting & Analysis

Content Creation

Content Writing

Customer Segmentation

Elementor

Email Marketing

FMCG

Google Analytics

GTM

Hootsuite

Hubspot

Lead Generation

Mailchimp

Market Research

Microsoft Suite

Photoshop

SEM

Semrush

SEO

Social Media Marketing

Website Design

Strategic Planning

Wordpress

Meta Suite

Campaign Management

Keyword Research & Optimisation

EXPERIENCE

Digital Marketing Intern

Eye Catcher

📅 04/2019 - 06/2019 📍 Mumbai, India

- Increased qualified leads by 25% and overall conversion rates by 15% through a strategic blend of digital and traditional marketing channels.
 - Increased organic reach and search rankings through targeted SEO efforts
 - Monitored and optimized key metrics such as engagement and conversion rates
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Territory Manager

Crompton Greaves Consumer Electricals

📅 06/2018 - 04/2019 📍 Mumbai, India

- Led branding initiatives, promotional campaigns, and strategic drives to enhance brand visibility and customer engagement
 - Expanded product offerings at key outlets, leading to a 30% increase in sales and a 20% boost in overall revenue per outlet.
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Marketing Intern

Renault Group

📅 05/2017 - 07/2017 📍 Mumbai, India

- Conducted corporate mapping and cold calling to identify new business opportunities
 - Performed in-depth market research to inform business decisions and strategic planning
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EDUCATION

Master of Science, Digital Marketing & Channel Management (CIM Accredited)

University of Surrey

📅 09/2022 - 09/2023 📍 Surrey, UK

- Master of Science, Digital Marketing & Channel Management (CIM Accredited), University of Surrey, Surrey, UK
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Master's Degree, Business Management & Marketing

Mumbai University

📅 09/2016 - 09/2018 📍 Mumbai, India