



Valsalya Vinod

Marketing Enthusiast

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[Check out my work!](#)

A results-oriented Marketing Executive with 2.5+ years of experience in using effective marketing solutions to drive sales growth and boost client brand equity. Plans and supervises overall marketing strategy across various platforms. Specialises in project implementation and management. I am looking forward To work for an organisation in a challenging environment to explore my creative professional abilities in a dynamic organisation that offers opportunities for personal contribution and professional growth.

Educational Background

- **SSLC Jubilee English High School, Bangalore.**
- **Pre-Degree from St. Joseph's Indian Composite PU College, Bangalore.**
- **Bsc. Biotechnology, Biochemistry, Botany from Kristu Jayanti College Autonomous (Bangalore University)**

Skills & Proficiencies

- Creative Writing
- Research Skills
- Data Analysis
- Brand Marketing
- Social media marketing
- Creative strategy
- Copywriting
- Digital marketing
- Meta and LinkedIn marketing
- Analytical skills
- Business insights
- Interpersonal communication skills
- Advertising operations
- soft skills
- Media Planning
- Remarketing
- Analytics
- Fluent in English, Kannada, Hindi and conversational in Malayalam and Tamil
- Client Communication
- MS Office
- Campaign Management
- Coordination and Collaboration skills

Work Experience

Marketing Executive

Website Marketing Head at Quality Hed Technologies

April 2022 - March 2024

- Managed 20+ US Chiropractic hospitals and clinics and their marketing and website content.
- Created and managed social media content to increase brand engagement.
- Continually maintained and improved company's reputation and positive image in markets
- served.
- Devised content strategy to effectively engage target audience.
- Implemented SEO strategies for website visibility.
- Developed Presentations.

Content Writer & Social Media Marketing at Growth

Hackers. Bengaluru

March 2024 - May 2024

- Worked as a Content Writer
- Headed Social Media Marketing for the Stronger Me Nutrition Project

Volunteer Work & Certification

- **Successfully published research paper under the DBT STAR COLLEGE SCHEME, INDIA**
- **Certification in investment management**
- **Coordinated and managed inter and intra collegiate fests**
- **NRITYANJALI 2022 and 2023**
- **CONOSSUER 2022**
- **Volunteer at MAD (Make a Difference)**
- **Campus Ambassador Viral Fission**
- **Volunteer and Ambassador Under 25**
- **Represented Bangalore in KARNATAKA STATE WOMEN'S FOOTBALL TOURNAMENT 2022**
- **Participated in KHELO INDIA IN 2018**
- **Participated DANCEE+ SEASON 1**