



ALEENA JOHNSON

MARKETING EXECUTIVE

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- bangalore,india

PROFESSIONAL SUMMARY

Marketing executive with extensive experience in advertising, marketing and public relations, with in-depth expertise in research, strategy, budget and implementation of marketing campaigns, I ensure that a project is seen through the end.

ACADEMIC BACKGROUND

IIM JAMMU

2023-pres

EXECUTIVE PRORAMME IN
DIGITAL MARKETING .
LEARNING DIGITAL MARKETING TOOLS AND
TECHNIQUES AND HOW TO APPLY THEM WITH A
CORE KNOWLEDGE OF MARKETING
MANAGEMENT.

UNIVERSITY OF CALICUT

2019-2022

BACHELOR OF BUSINESS
ADMINISTRATION
GAINED KNOWLEDGE IN BUISNESS
ADMINISTRATION AND MANAGEMENT. HELPED
ME TO DEVELOP MANAGERIAL, LEADERSHIP AND
ENTREPRENEURIAL SKILLS.

CAREER HISTORY

INTERNSHIP

2022-2023

MERCEDES BENZ, BRIDGEWAY MOTORS

GAINED EXPERIANCE AND EXPOSURE IN DIGITAL
MARKETING AND EVENTS, EXPANDED MY
TRANSFERRABLE SKILLS AND DEVELOPED
PROFESSIONAL CONNECTIONS. CONTENT
MARKETING, SOCIAL MEDIA MARKETING, EMAIL
MARKETING AND SEM.

MARKETING EXECUTIVE

2023

CAMPUS LIVE EDUCATIONAL SERVICES

DEVELOPED STRONG LEADERSHIP AND TEAM
MANAGEMENT SKILLS, CONDUCTING RESEARCH
AND ANALYSING DATA, COORDINATING
PROMOTIONAL ACTIVITIES AND EVENTS.
CONTENT WRITING, CAMPAIGN
MARKETING, PUBLIC RELATIONS, BRAND
MANAGEMENT AND BUSINESS MARKETING.

CERTIFICATIONS

- FUNDEMENTALS OF DIGITAL MARKETING -
GOOGLE (CREDENTIAL ID-194562091)
- EMPLOYEE OF THE YEAR - CAMPUS LIVE
EDUCATIONAL SERVICES (HIGHEST SALES)
- IELTS ACADEMIC BAND OVERALL 6.5
- NATIONAL SERVICE SCHEME (2017-2019)
- YOUTH RED CROSS (2019-2022)

WORK REFERENCES

SAKKEER

General Manager
MERCEDES BENZ
CONTACT INFO AVAILABLE ON REQUEST