

SUHAIL P A

Digital Marketer

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OBJECTIVE

Results-oriented digital marketer with a proven track record of using data analytics and digital channels to generate leads and drive revenue. Seeking to leverage my skills and experience in developing and executing digital marketing strategies to contribute to the success of a dynamic organization.

SKILLS

- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- GOOGLE ANALYTICS
- E-MAIL MARKETING
- GOOGLE ADS
- LEAD GENERATION
- CONTENT MARKETING
- MARKETING STRATEGY DEVELOPMENT
- MARKETING AUTOMATION
- CONVERSION RATE OPTIMIZATION
- PROBLEM SOLVING SKILLS

WORK EXPERIENCE

➤ Tensor Trading W.L.L Doha, Qatar (03/2022-08/2023)

Digital Marketer

- Developed and executed data-driven digital marketing strategies, resulting in increased online visibility and lead generation.
- Oversaw and significantly grew the company's social media presence, boosting the total number of followers and engagement rates.
- Created and managed high-impact content marketing campaigns, driving increased content engagement and contributing to lead conversion.
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- Maintained a strong online presence for the company through regular blog posts, thought leadership content, and guest posts on relevant industry websites, positioning the company as an authority in the field.

PERSONAL DETAILS

DATE OF BIRTH:05/03/1997

NATIONALITY:INDIAN

VISA STATUS: VISIT VISA

EDUCATION

BACHELOR OF COMPUTER SCIENCE
CALICUT UNIVERSITY, KERALA - INDIA

📅 2016 - 2019

HIGHER SECONDARY SCHOOL

GOVERNMENT OF
KERALA - INDIA

📅 2014 - 2016

SECONDARY SCHOOL
CENTRAL BOARD OF SECONDARY
EDUCATION- INDIA

📅 2014

PROFESSIONAL COURSE

Advanced diploma in Digital
Marketing

Aviv Digital

📅 2019

CERTIFICATION

- GOOGLE ADS SEARCH CERTIFICATION
- GOOGLE ANALYTICS CERTIFICATION
- HUBSPOT INBOUND MARKETING CERTIFICATION
- SEMRUSH CERTIFICATION
- FACEBOOK BLUEPRINT CERTIFICATION

- Collaborated with graphic designers, content creators, and web developers to create compelling, visually appealing, and user-friendly digital assets and campaigns, resulting in increased user engagement and conversions.

➤ **Rawdot Technologies Kochi (01/2021-01/2022)**

Digital Marketer

- Leveraged Google Analytics and other data analysis tools to gain valuable insights into website and campaign performance, resulting in significant improvements in conversion rates and reduced bounce rates
- Managed and optimized digital advertising campaigns across various platforms, such as Google Ads, Facebook Ads, and LinkedIn Ads, achieving cost effective customer acquisition.
- Developed and executed a comprehensive content marketing strategy that substantially increased organic search traffic and improved social media engagement.
- Managed and maintained the company's social media profiles, expanding the follower base and boosting engagement.
- Collaborated with design and development teams to create user-friendly landing pages, significantly enhancing lead capture and online sales.

➤ **Adsify Marketing Pvt Ltd. - Thiruvananthapuram**

(01/2020 -12/2020)

Digital Marketer

- Design and lead marketing strategies across all online platforms.
- Search engine optimization plans for both on page and off page tasks as per the updates of Google.
- Analyzed clients past marketing initiatives and revamped their marketing strategy, resulting in their web traffic increase by 30% and social media engagement by 40%.
- Collaborated with team members and clients to execute the campaigns in effective manner.
- Generated a 100% uplift in organic traffic to website in 3 months.
- Edited and published video contents.
- Monitored, reviewed and analysed various social media sites such as Twitter, Facebook, Snapchat, YouTube etc.

PROGRAMMING SKILLS

CSS

JAVA SCRIPT

WORDPRESS

BOOTSTRAP

C and C++

PYTHON

MYSQL

GIT

COMMUNICATION

- ✧ English
- ✧ Malayalam
- ✧ Hindi
- ✧ Tamil

INTERESTS

Traveling

Movies

Sports

Music