

CHRISTINA SIMON

Digital Marketer

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
MBA(Digital Marketing and E-commerce)	Jain University	NA	2024-Present
Digital Marketing Certification	IIDM	NA	2022
BA (English Language and Literature)	MG University	7.05	2018-2021
Senior Secondary	CBSE Board	78.0%	2018
Secondary	CBSE Board	100%	2015

EXPERIENCE

- Brackenberry** Feb 2024 - July. 2024
Digital Marketing Consultant London, UK
 - Overall management of Digital Media Marketing.
 - End-to-end analysis, delivery and performance reporting of all digital elements including creatively led digital campaigns.
 - Creation of innovative strategies and posts.
- Top Level Builders and Developers** Feb. 2023 - Feb. 2024
Digital Marketing Manager Alapuzha, India
 - Measure and report the performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
 - Develop and implement various strategies by providing creative solutions to improve businesses.
- Bictree** Oct. 2022 - Feb. 2023
Digital Marketing Executive and Content Creator Trivandrum, India
 - Manage websites and social media, as well as SEO content for branding purposes.
 - Prepare posts about the latest industry-related topics, produce marketing copy for advertising products, and other content for promotion and business
- Homeskul Innolearn Pvt.Ltd** Aug. 2021 - Sept. 2022
Content Editor Kochi, India
 - Created content for the company's social media platforms.
 - Worked collaboratively with the operations team in the preparation of sophisticated internal documents.

KEY COURSES TAKEN

- Digital Marketing, Adobe Photoshop, E-mail Marketing, Blockchain, IoT, Data Visualisation with PowerBI, Artificial Intelligence

TECHNICAL SKILLS

- **Programming:** HTML(Basics), Wordpress, Java(Basics)
- **Tools:** Hubspot, Bing, Canva, Google Analytics, Google Ads, SemRush, Photoshop, Mailchimp
- **Management:** Strategy Development, Campaign Management, Content Creation, Market Analysis

CERTIFICATIONS

- Google Ads
- Hubspot
- Semrush

