

CHRISTY MATHEW

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Portfolio: <https://christymathew.com/>



Professional Summary

Digital Marketing Strategist & Office Assistant with 5 years of experience in Marketing and Trading Companies seeking opportunities for the roles in online marketing & sales, office assistant, digital marketing or customer services. Extremely detail oriented with a positive & upbeat personality.

Willing to relocate: Anywhere in UAE

Work History

Online Marketing & Office Assistant
Choudhry Anwar Tr. Co. L.L.C – Sharjah, UAE
(November 2018 to present)

Digital Marketing Strategist
Katalydd Miracle – Trivandrum, India
(September 2016- August 2018)

Junior Digital Marketing Analyst
Avix Digital – Trivandrum, India
(January 2016- August 2016)

Education Summary

Course	Institution	University	Year pass out
Diploma in Digital Marketing (PGDMBA)	Keltron Knowledge Center, Trivandrum	Kerala Government	2016
BCA	University Campus, Kotta Bilaspur	C.V Raman University	2015
Higher Secondary	Govt. Higher Secondary School, Neriamangalam	Kerala Government	2012

Skills

Digital Marketing, involving (but not limited to) the below activities,

- Search Engine Optimization
- Site Auditing and non-conformity identification
- Creating & handling in Search Engine Web Master Tools Analytics, Noon, Amazon and all other Social medias
- Analysing Crawling Parameters
- Site Optimization
- Social Media Optimization and Integration
- Facebook, Google Ads

- Rank & Lead generation
- Attracting and converting new customers
- Online PR/ Reputation Management
- Inbound Marketing
- MS Word, Excel
- Handling all paper works
- Daily updating on online platforms

Specialization and certification

- Post Graduate Degree in Digital Marketing and Big Data Analytics (PGDMBA) from KELTRON, Trivandrum (A Govt. of Kerala Enterprise)
- Certified Google Adwords and Google Analytics professional
- Hubspot - Inbound Marketing certified

Interests

- Travelling
- Socializing
- Photography
- Listening to music

Personal Profile

Nationality	: Indian
Gender	: Male
Date of Birth	: 09-04-1994
Status	: Single
Passport Number	: P5407208
Visa Status	: Employment Visa
Fathers Name	: Mathew Paul
Current Address	: Po. 31146, Sharjah

I hereby declare that all the above details are true and accurate to the best of my knowledge and belief.

Christy Mathew