

Summary:

- As a seasoned Digital Marketing Specialist with 2 years of experience, have consistently driven successful digital marketing campaigns to optimize ROI and achieve business goals. Proficient in leveraging a wide range of channels, including paid search, display advertising and social media, proven track record of enhancing brand visibility and driving customer acquisition.
- Led the development and implementation of data-driven marketing strategies for diverse clients in the technology, and hospitality.

Expertise & Certifications:

- Google Analytics
- SEO & SEM Marketing Google Tag manager
- Social Media Marketing and Content Marketing (HubSpot)
- Microsoft clarity
- Collaboration Skills Digital Marketing Certified (HubSpot, LinkedIn)
- Performance Marketing Strategy
- Strategic Planning
- Google analytics
- Content Creation

Work Experience:



CREATIVE BERRY

Internship on Social Media Marketing Executive

(Calicut, Kerala. India Aug 2021 - Sep 2021)

- Create online marketing strategy and media planning with strong rationale across Search for GCC clients.
- Develop, implement, and manage social media strategy and managed and oversee social media content.
- Take active part in new Business Pitches, creative concept, Media planning, and Business review meetings



Digital Marketing Strategist at Focuz Holidayz (Calicut Kerala. India (January 2022 – September 2023))

- Worked with three different companies Travel & Tourism abroad education and ayurvedic sector as digital marketing strategist.
- Developed a cross-channel social media platform to engage different customer segments on Facebook, Instagram.
- Completed competitive research and benchmarking to further understand target audience and goals ·
- Communicated with target audience on social platforms to help grow further.
- Planned and developed digital marketing strategy and oversaw successful leads campaigns.
- Familiar with Google Analytics, Screaming Deep Crawl to perform SEO analysis and monitor landing pages, resulting in improving growth in organic traffic.



Performance Marketing Specialist at Viral Mafia (Calicut Kerala. India (October 2023 – Ongoing 2023))

- Understand Marketing Business Plan strategy and bring to life through in-market execution of buyer facing activities.
- Familiar with end-to-end marketing tracking
- Manage technical aspects of key marketing and analytics systems (marketing automation, CRM, data services) and lead management processes across those systems.
- Ensure the marketing objectives are fully aligned to the buyer's digital journey.
- Develops strategies and/or solutions and presents the recommendations for sales and marketing.
- Reviews results in Campaign Performance Dashboard and other reporting tools.
- Oversee execution of inbound and outbound campaign elements with a focus on digital and social media marketing
- Manage an increasing Performance budget, optimize, and scale campaigns against tight granular KPIs.
- Conduct comprehensive market research and competitor analysis to identify growth opportunities and optimize advertising strategies.

Major Handled Clients:

The logo for pepperfry, featuring the word "pepperfry" in a lowercase, orange, sans-serif font.The logo for FOCuz AYURCITY, featuring the word "FOCuz" in green and "AYURCITY" in a smaller green font, with a circular emblem to the right containing a stylized green figure and the text "We Care Your World".The logo for EDABROAD, featuring the letters "ED" in blue and "ABROAD" in a larger blue font, with a graduation cap icon above the "O", and the tagline "From Dream to Reality" below.The logo for LADDER MOVE UP, featuring a blue square with a white staircase graphic and the text "LADDER" and "MOVE UP" below.The logo for CAPITAL HILL HOMES, featuring the words "CAPITAL HILL" in a stylized font with a cloud icon, and "HOMES. WHERE YOU FIND PEACE" below.The logo for TOYOTA, featuring the red Toyota symbol and the word "TOYOTA" in red capital letters.The logo for Winner's Coaching Centre, featuring a green book icon with leaves growing from it, and the text "Winner's Coaching Centre" to the right.The logo for Broad Bean, featuring the words "Broad Bean" in a stylized font with a small cluster of beans above the "d" in "Broad".

Education:

- Currently doing master's degree in human behavioral science in ignou university
- Bachelor of Engineering - BE, Computer Science from Anna University of Technology, Tiruchirappalli Tamil Nadu (2022)
- Diploma In Computer Engineering from Ma'din Polytechnic College Malappuram Kerala India (2019)
- Bachelor's degree in English Literature & Communication from Annamalai Distance University Tamil Nadu India (2021)
- Higher Secondary School from SHSS Areakode Kerala India in 2014

Interests and Hobbies:

- Arts and Crafts
- Writing
- Networking events
- Chess
- Language

Projects:

- **The Significant Role of Art in literature and painting in modern era**
(The project seeks to deepen our understanding and appreciation of the symbiotic relationship between these two art forms. we can gain new insights into the power of artistic expression and its ability to transcend boundaries and touch the hearts and minds of audiences around the world.)
- **IOT Based Smart agriculture IOT Based Smart agriculture -Jan 2019-Nov 2019**
(IOT based Agriculture monitoring system makes use of wireless sensor networks that collect data from different sensors deployed at various nodes and send it through the wireless protocol)
- **Smart Energy Meter and Monitoring System Using IOT -jan 2019 - feb 2019**
(Automate the system by allowing users to monitor energy meter readings over the internet. Our proposed system uses energy meter with microcontroller system to monitor energy usage using meter)

Other Information:

- Nationality: Indian
- Languages: Malayalam, English, Tamil, Hindi, German El
- Marital Status: Single

