

Jennis Marry N

Digital Marketing Executive

<mailto:jennisjoe18@gmail.com> / +91 99768 26887 / LinkedIn : www.linkedin.com/in/jennis-mary-n

PROFILE SUMMARY

Results-driven Digital Marketing Executive with over 2.5 years of experience in developing and executing successful digital marketing strategies. Proven expertise in lead generation, branding, and multi-platform product promotion. Adept at leveraging SEO, PPC, and social media marketing to boost engagement, drive traffic, and enhance online presence.

SKILL MATRIX

Facebook Marketing

Lead Generation | Branding

Google Ads

Lead Generation | Search Campaign | Display Campaign | Performance Max

Search Engine Optimization (SEO)

On-Page Optimization | Off-Page Optimization

Social Media Marketing (SMM)

Lead Campaign | Reach Campaign | Promotions

PROFESSIONAL EXPERIENCE

Tech Park Info Solutions

Digital Marketing (April 2022 – November 2023)

SEO/Campaign Online Optimizer – Google Ads

- **Marketing Strategy Development:** Developed and maintained comprehensive digital marketing strategies to enhance online visibility and drive organic traffic.
- **On-Page and Off-Page Optimization:** Applied a thorough understanding of on-page and off-page optimization techniques to improve search engine rankings for client websites.
- **Traffic Improvement:** Achieved a 10% increase in client website traffic over a two-month period through targeted SEO initiatives.
- **Keyword Research and Analysis:** Researched, analyzed, and reported on keyword trends and optimization opportunities to inform strategic decision-making.
- **Analytics and Reporting:** Generated and interpreted performance reports using digital media analytics tools and Google Data Studio to track campaign effectiveness.
- **Google Ads Campaign Optimization:** Optimized Google Search and Display AdWords campaigns to maximize return on investment (ROI) for client accounts.

Social Media Marketing

- **Campaign Leadership:** Successfully led social media marketing campaigns across platforms including Facebook, Instagram, LinkedIn, and YouTube, enhancing brand awareness and engagement.
- **Social Media Planning and Execution:** Managed social media content planning and execution aligned with overall marketing strategies and community management objectives.
- **Brand Monitoring:** Monitored and managed the online presence of the company's brand, engaging with users to maintain a strong digital reputation.
- **Follower Growth:** Collaborated closely with the Creative Director of Marketing to increase social media following from 2,000 to 5,000 followers on Facebook, Twitter, and Instagram within a two-month period.

Functional Skills

On-Page Optimization | Off-Page Optimization | Technical SEO | Local SEO | Google Analytics | Google Search Console | Backlink Submission | Keyword Research and Analysis | Facebook Ads | LinkedIn Ads | Instagram Ads | Image Optimization

PROFESSIONAL EXPERIENCE

Digital Mantraaz

Digital Marketing Executive (November 2023 - Present)

Description

As a Digital Marketing Executive, I leverage a diverse set of digital marketing skills to drive lead generation and brand awareness across various platforms. My role encompasses strategic planning, execution, and optimization of marketing campaigns to enhance online presence and engage target audiences.

Key Responsibilities

- **Facebook Marketing:** Implemented lead generation and branding strategies on Facebook, successfully increasing engagement and growing the audience base.
- **Google Ads Management:** Executed lead generation, search campaigns, display campaigns, and Performance Max campaigns, optimizing for maximum ROI and enhanced visibility in search results.
- **LinkedIn Marketing:** Developed and executed lead generation and branding initiatives on LinkedIn, fostering professional relationships and expanding brand reach within targeted industries.
- **YouTube Promotions:** Conducted promotional campaigns on YouTube to increase brand awareness and drive user engagement, contributing to overall marketing goals.
- **Search Engine Optimization (SEO):** Applied on-page and off-page SEO techniques to improve website rankings, resulting in increased organic traffic and enhanced visibility for client websites.
- **Social Media Marketing (SMM):** Spearheaded social media marketing initiatives across multiple platforms to drive engagement and build community presence.
- **Email Marketing:** Developed and executed email marketing campaigns to nurture leads, maintain customer relationships, and drive conversions.

Achievements

- Received the "Emerging Star" award **DIGITAL MANTRA AZ** for outstanding contributions to digital marketing initiatives, showcasing exceptional performance and innovation.
- Recognized for driving significant improvements in lead generation and brand engagement, resulting in increased client satisfaction and business growth.

Tools Handling

- SEMrush | Uber suggest | Bing Webmaster | Anchor Tag | Yoast | SEO Plugins | Mailchimp | All in one SEO Plugin

Functional Skills

- Lead Generation | Branding | Google Ads (Search, Display, Performance Max) | Facebook Marketing | LinkedIn Marketing | YouTube Promotion | SEO (On-Page and Off-Page) | Social Media Marketing (SMM) | Email Marketing

ACADEMIC RECORD AND PROFESSIONAL CERTIFICATIONS

Bachelor of Computer Science : *Bishop Heber College, Trichy (2016-2019)*

Master of Digital Marketing : *Samsaj info tech, Trichy*

LANGUAGES KNOWN

English & Tamil, Spoken & Written