

# Vineetha Thomas

## Digital Marketer



## Contact me

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### WWW

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### LinkedIn

<https://ae.linkedin.com/in/vineethatreesa>

### Twitter

[twitter.com/@vinutreesa21](https://twitter.com/vinutreesa21)

## Languages

### English



Native or Bilingual Proficiency

### Spanish



Elementary Proficiency

### Hindi



Native or Bilingual Proficiency

### Malayalam



Native or Bilingual Proficiency

### Telugu



Elementary Proficiency

### Tamil

Hello! Thank you for navigating to my profile.I am Vineetha Thomas, A Corporate Digital and Social Media Marketer, An Online and Offline Marketing Strategist, A Blogger, A Vlogger, and A Podcast Host with 5+ years of experience.

Specialized in Marketing.

Google Certified In Google Adwords.

Currently Focused in Product Marketing ,Brand Imaging and Generating Sales through Social Medias and Search Engines.

US Visa Holder for 10 years.(Visa category B1.business and conference )

Being an enthusiast in my profession I have had the opportunity to closely work with some of the brands, including: Accenture | Cognizant | Google | | BOSCH India | Rittal India | Red Bus | DSM | Fortis Hospital in helping them Digitally train their workforce to effectively reach their long-term business objectives and goals.

Published and maintained promotions resulting in 56% increase of traffic and sales revenue over seven months.

SEO and Ad Words done in various Search Engines like GOOGLE, BING and YAHOO for different websites like PHP,WORD PRESS and MAGENTO.

I would love to work with;

- Marketing Managers & Your Team.
- Brands & Corporates in Digital, Social Media Training & Consulting.
- Working Professionals, Entrepreneurs to be a confident modern Digital/Social Media Marketers.
- B Schools, Universities & Conference Organisers – Social Media, Digital Marketing.

If you believe that we can be together for a strong and fruitful Business synergy then feel absolutely free to drop a line at [vinutreesa21@gmail.com](mailto:vinutreesa21@gmail.com) or simply dial @ +971 568966721. My Skype Id is :-vinutreesa22.

## Experience

2015-11 -  
present

### SEO Analyst and Social Media Marketing Manager

*Modern stationery LLC,Dubai.*

Handled many elements of Online Marketing, Domestic and International. Managed Social Media Accounts, built landing Pages for Organic search and Paid Search Traffic.

Launched YouTube and Facebook Accounts and created content for both on monthly basis Calendar.

- Prepared effective Content Marketing Strategy and Calendar on monthly basis which has given 30% hike in engagements over a period of a month.
- Produced videos and Blog Posts for company blog and Social Media Which resulted in 60% increase in engagements over 3 days of Campaigns.
- Blog Posts led to 500% increase in blog search traffic, as well as an increase in subscriptions.
- Identification, Development and evaluation of marketing Strategies based on knowledge of Company Objectives.
- Analysed performance of all marketing programs to identify the best opportunities for optimization. .
- Designed and monitored paid online advertising campaigns.
- Managed keywords.
- Executed and optimised paid and organic SEM campaigns using Google, and

Elementary Proficiency

**Kannada**

Elementary Proficiency

## Skills

# Social Media Marketing and SEO

proved by increase in engagements and traffics

# Corporate Marketing and Communication

Effectively communication skills within  
the team and customer

## PPC

Bidding with google adwords and analyzed conversion rates and made effective changes

## Analytics and Metrics

Made analytics and metrics using  
google tools

## Team Management

Efficiently managed team and worked in rapport

# Podcasting

Podcasting done in Marketing and current affairs

# Presentation Skills

Presentation using Microsoft Tools  
and necessary Online Tools ,Webinars  
,Live streaming

# Digital Photography

Personal passion used in creating contents for the business

2013-09 -  
2015-09

- Google analytics.
- Created a mailing list of 40,000 people in under three months.
- Improved greatly the company's online reputation by implementing customer reviews conducting online surveys.

# Social Media Marketer And Podcast Host

*Web Marketing Academy, Bangalore ,India.*

- Lead Deliberate planning and goal setting Development of brand awareness.
- Online reputation Content Management SEO (Search Engine optimization) using relevant keywords and resulted in first page search results.
- Lead generation increased by using contents like Webinars ,live streaming contents ,blog post which offer CTA and industry related reports.
- Analysed the metrics Qualified leads submission ,inquiries conversion rates from reviews.
- Managed Sponsored Content strategy and customised own content calendar.
- Monitored factors in content calendar like ,engagements time of the audience, type of the content, format of the content Goal orientation and quality and quantity of posts and made improvement in strategies.
- Participated and delivered the speech in different webinars and events conducted by top brands like \* Social Media Week Bangalore \* SES Conference \*ICTT \*SEMPO Bangalore \* TFMA Mumbai \* TSC \* PSG Tech.
- Participations in Webinars and live streaming on marketing and Social Media topics to update professional Knowledge.
- Active Member in International Online Marketing group like ,Social Media Examiner,HubSpot etc.

## Education

# Google Certified In Adwords

Syllabus Based detailed study in Digital marketing and Social media marketing participating the projects.

Certified as google partner for search and display adds.

# Executive MBA-Alliance University

- Business Administration and Management
- Specialization in Marketing
- Management and leadership skills
- Corporate Communication
- Growth Hacking

# Bachelors of Business Administration-From Dr CVR University

- Fundamentals of Business Management and related subjects
- Marketing and Strategy Skills
- Business Related Support Services