



ADITHYA KESHAVAN BELUR

MARKETER / DATA ANALYST

/ ALL ABOUT ME

- I Analyze data for better process control or business function optimization.
- I develop, implement and oversee the online marketing strategy for organizations.

/ COMPETENCIES

- R programming
- Excel
- Tableau / Power BI
- SQL/ Alteryx
- Python
- Photoshop CC
- Adobe Premier Pro



/ CONTACT DETAILS

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/ WORK EXPERIENCE

>> Digital Marketer

Nakhsha Builders | Jan 2019 - May 2019

- Built, planned and implemented the overall digital marketing strategy
- Managed all social media channels (Instagram, Facebook)
- Implemented Facebook ads which generated 100+ quality leads in 2 months
- Monitored competition and provided suggestions for improvement

>> Digital Marketer

Sarcon Technologies | May 2018 - Nov 2018

- Content Creation for website (blogs & articles), social media channels
- Optimized website based on the SEO parameters through HTML, CSS
- Performed Keyword Research on a regular basis
- Analysed and reported data obtained from Google

>> Engineer

Meritor | Mar 2017 - May 2018 (parent company of AAL)

- Performed Inventory Management, Purchases and order management
- Conducted Competitor Analysis by keeping abreast of Market Trends
- Made Inventory reports and performance dashboards using Excel

>> Engineer

Automotive Axles Ltd | Jul 2016 - Mar 2017

- Oversaw multiple projects across all phases of development.
- Monitored workflow and made timeline adjustments as needed.
- Made Vital Decisions and drove decision making across projects

/ EDUCATION

>> EMLYON BUSINESS SCHOOL, Paris

MSc Digital Marketing and Data Science (2019 - 2020)

- This masters pedagogy uniquely combines a strong academic background in business studies, marketing, data analysis and strategy with an in-depth and specific digital knowledge and data driven marketing.

>> PES College of Engineering, Mandya

Automotive Engineering (2011 - 2015)

/ CERTIFICATIONS

- Paid Ads Mastery course from "Digital Marketer"
- Data Analysis courses on Datacamp (R, SQL, Python)

