
[My Work](#)

[Work Experience](#)

[Education](#)

[About Me](#)

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ATHUL PORTFOLIO

SOCIAL MEDIA MARKETING / CONTENT CREATOR



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ABOUT ME

Dedicated Digital Marketer with 2 years of experience in Social media platforms (Instagram, Facebook, LinkedIn, Youtube, Twitter). Engagement Strategies, social media growth plans, content creation & content calenders, Followers increase. Hands-on Experience in SEO (on-page & off-page), PPC ads, Facebook Ads, Google ads etc



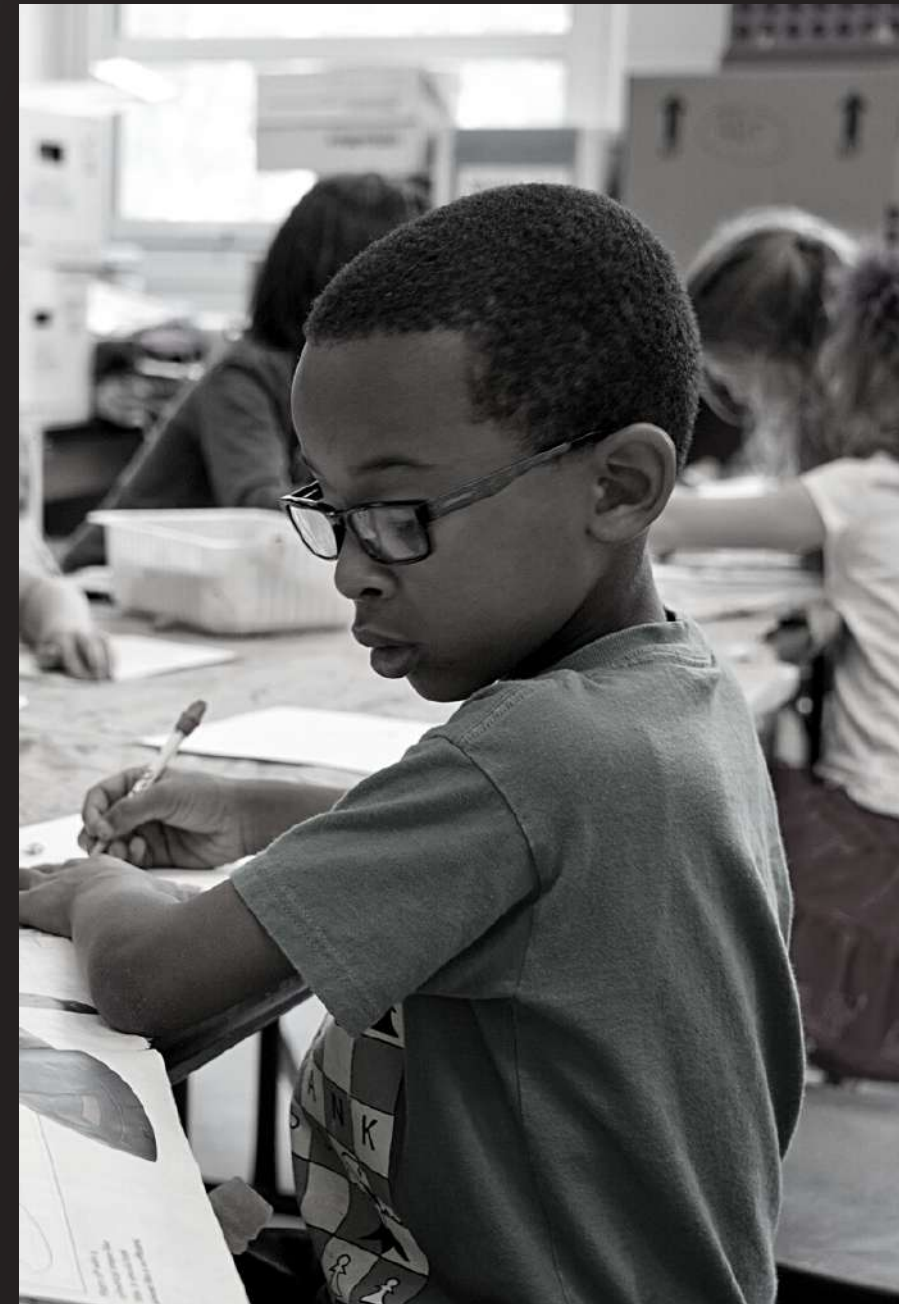
EDUCATION

Advanced Diploma in Digital Marketing

Aviv Digital 2020

Diploma in Digital Film making & Graphic design

Keltron Campus 2017-2019





WORK EXPERIENCE

Acodez IT Solutions

Social Media Manager (From 2021)

Aviv Digital

Content Creator (From 2021)

MY SKILLS & EXPERTISE

- Social Media Management
- Facebook, Instagram, LinkedIn Management
- Graphic Design (Canva, Photoshop, Illustrator, Premier pro)
- Posting Boosting & Scheduling Posts (Creator studio, SEM rush, Buffer, Business Suite)
- Content Creation, Hashtags Research
- Followers Increase/Likes
- Email Marketing
- Facebook & Google Ads
- Experience in Handling Dudor (E learning App)



My Work

Work Experience

Education

About Me

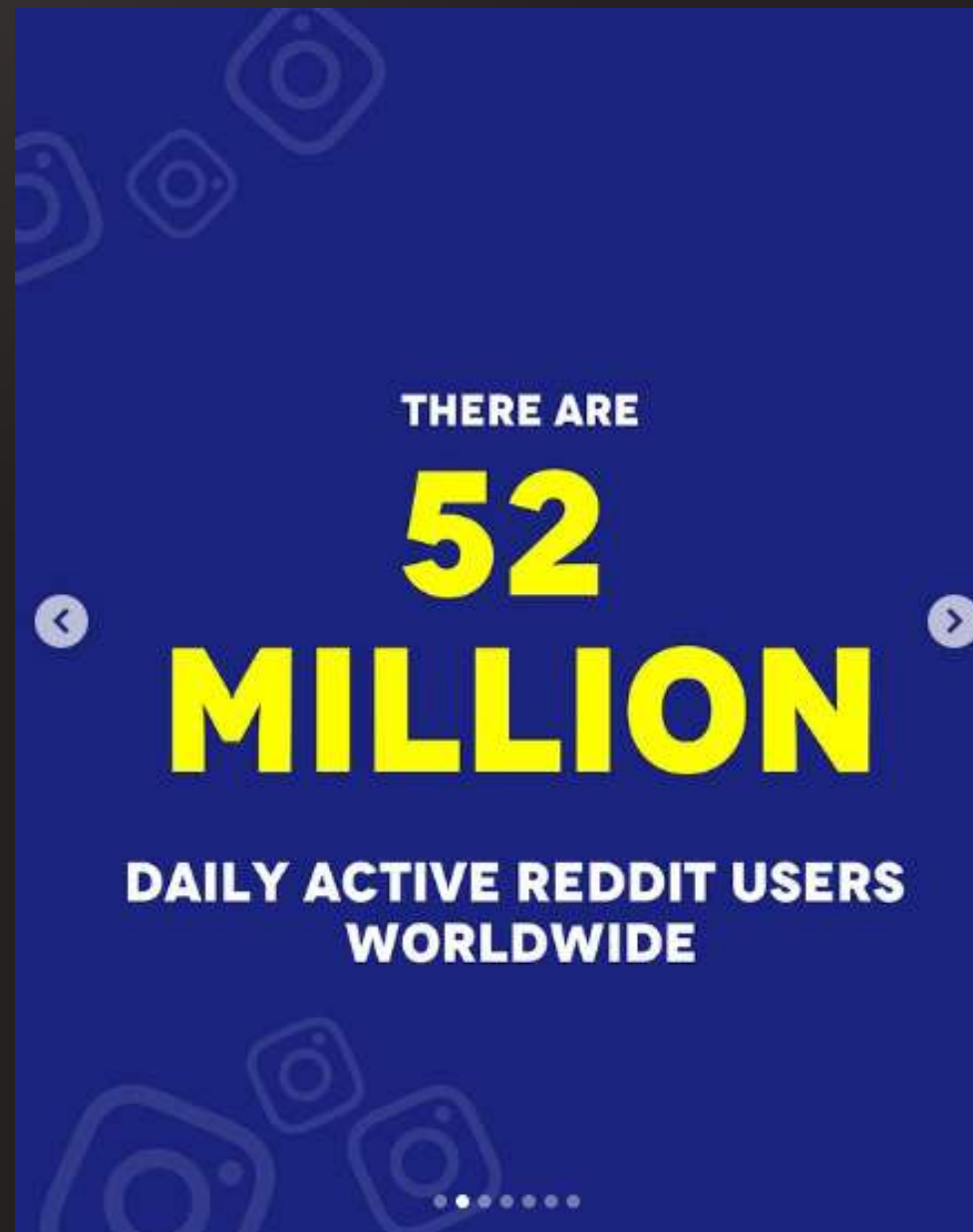
Cover

MY WORK

This is the result of my work as long as I explore the world of
Social Media Marketing.



Carousel/Single Posts



Meme Posts

#digitalmarketingmemes



**INSTAGRAM ALGORITHM CHANGES AFFECT
EVERYONE WHO USES THE PLATFORM**



#digitalmarketingmemes



**SOCIAL MEDIA MARKETERS WHEN
THERE IS NO CONTENT TO POST**



#avivdigitalmemes



When you do SEO
continuously on your website.



Blog Posts

Benefits of Using SMS Marketing for eCommerce



www.acowebs.com

23 SEO Tips to Improve the Ranking of Your Shopify eCommerce Store



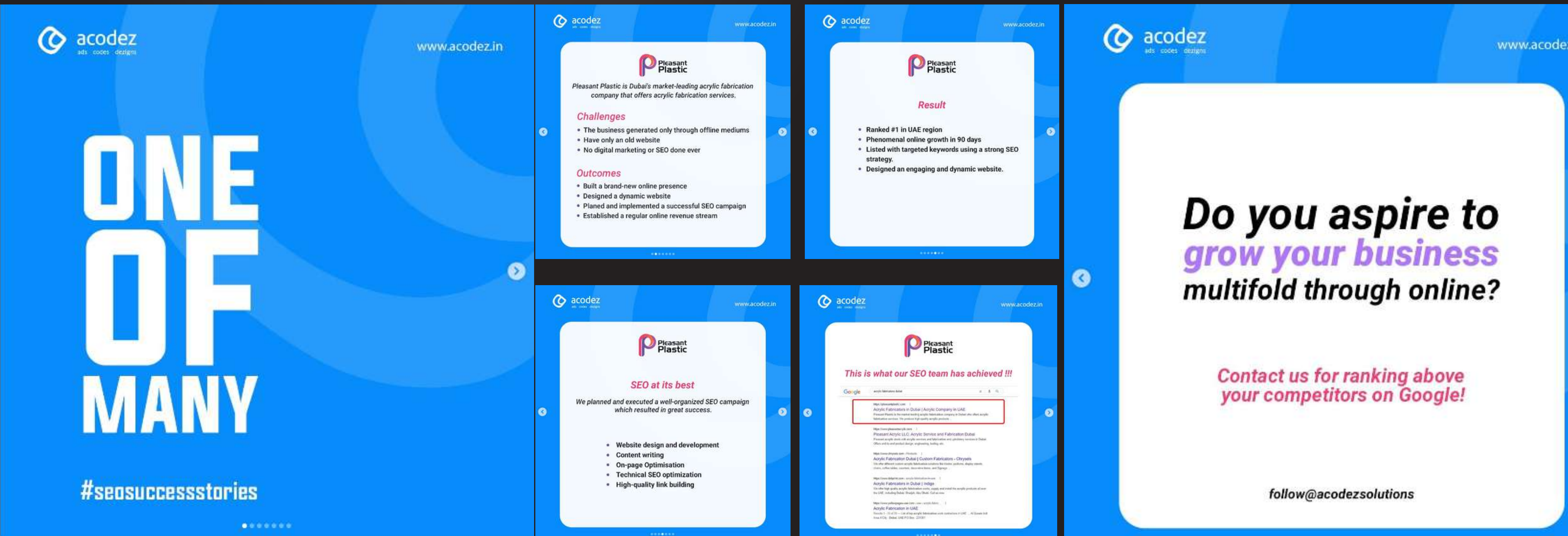
www.acowebs.com

Woocommerce Custom Product Addons Features



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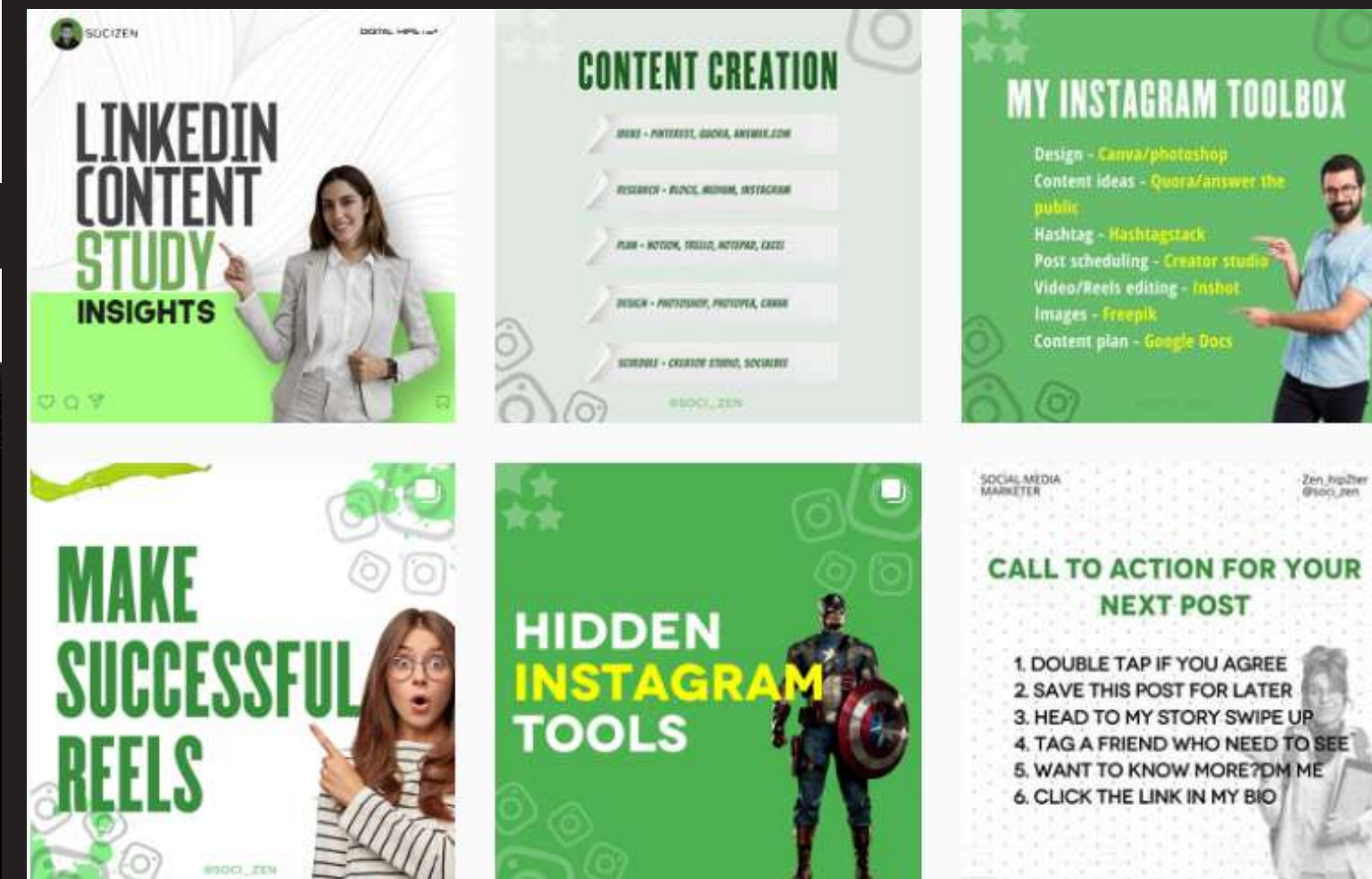
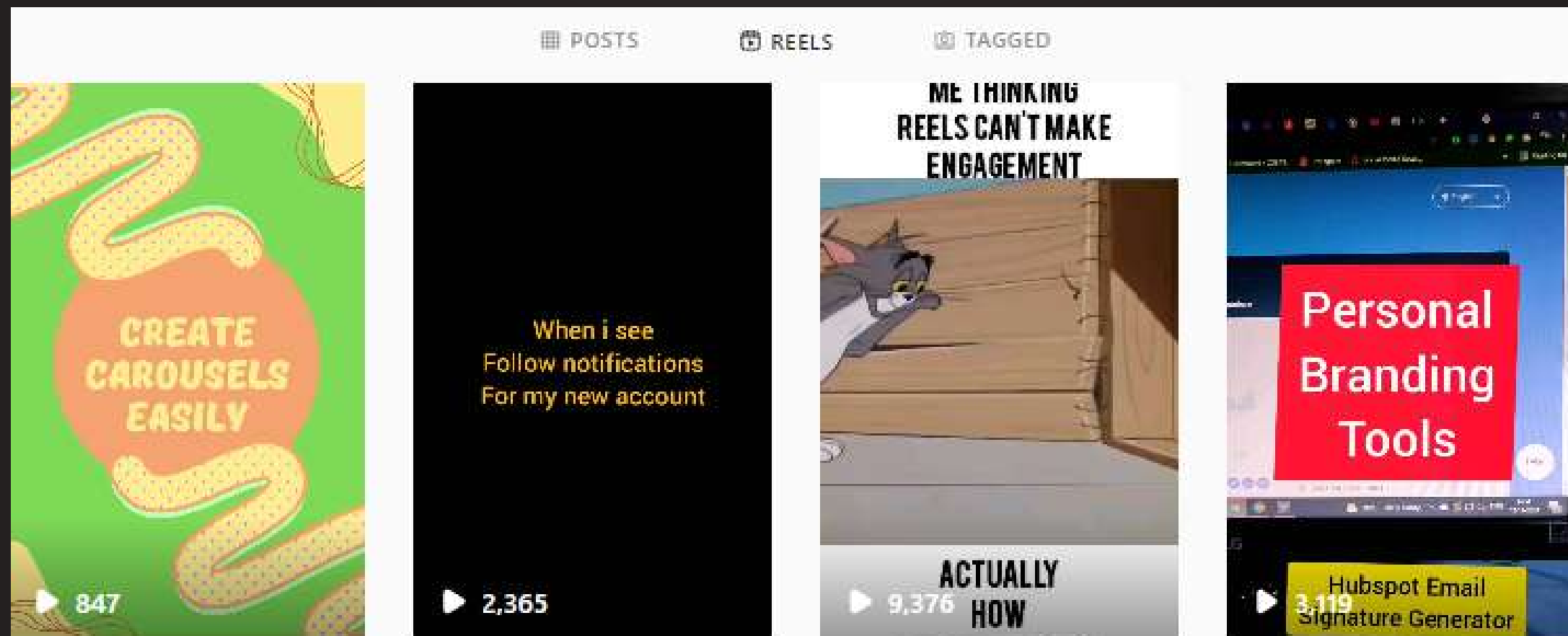
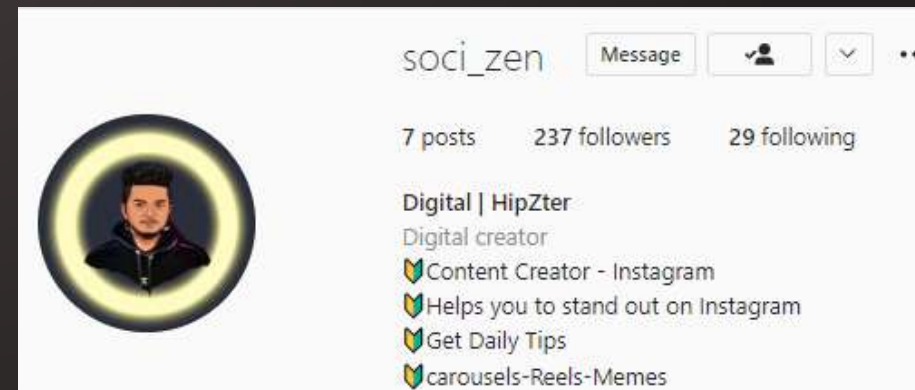
Case study Posts



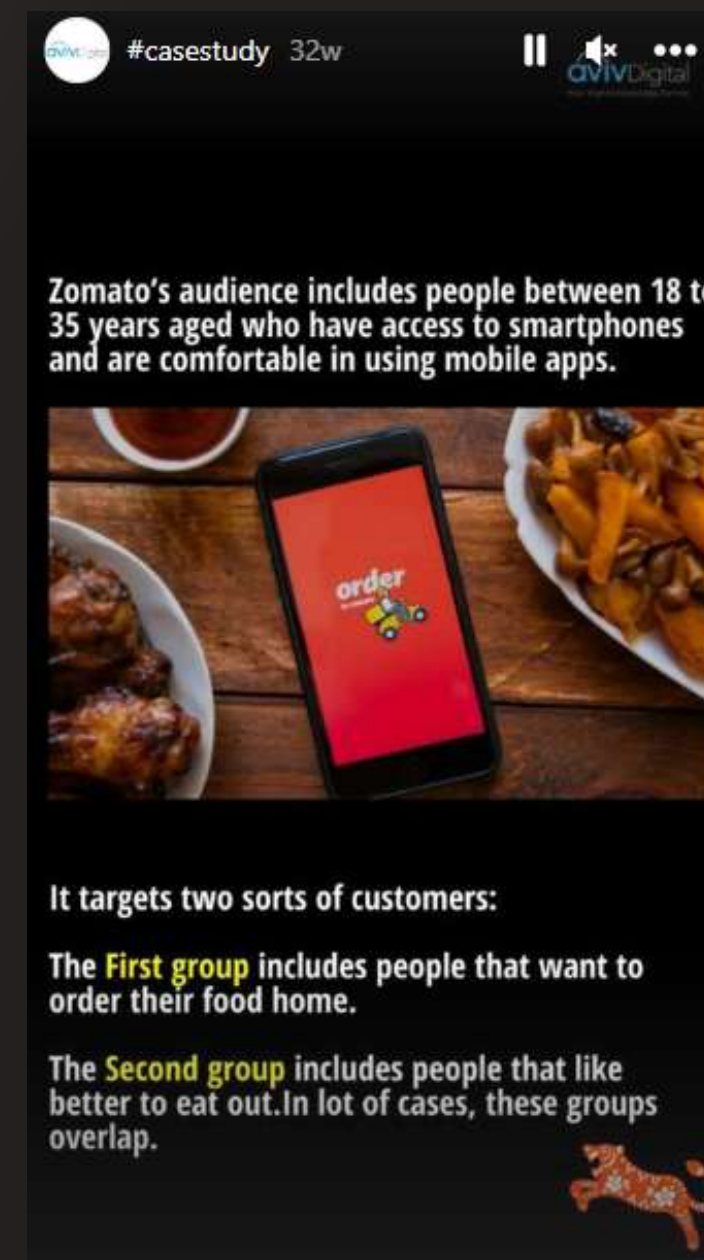
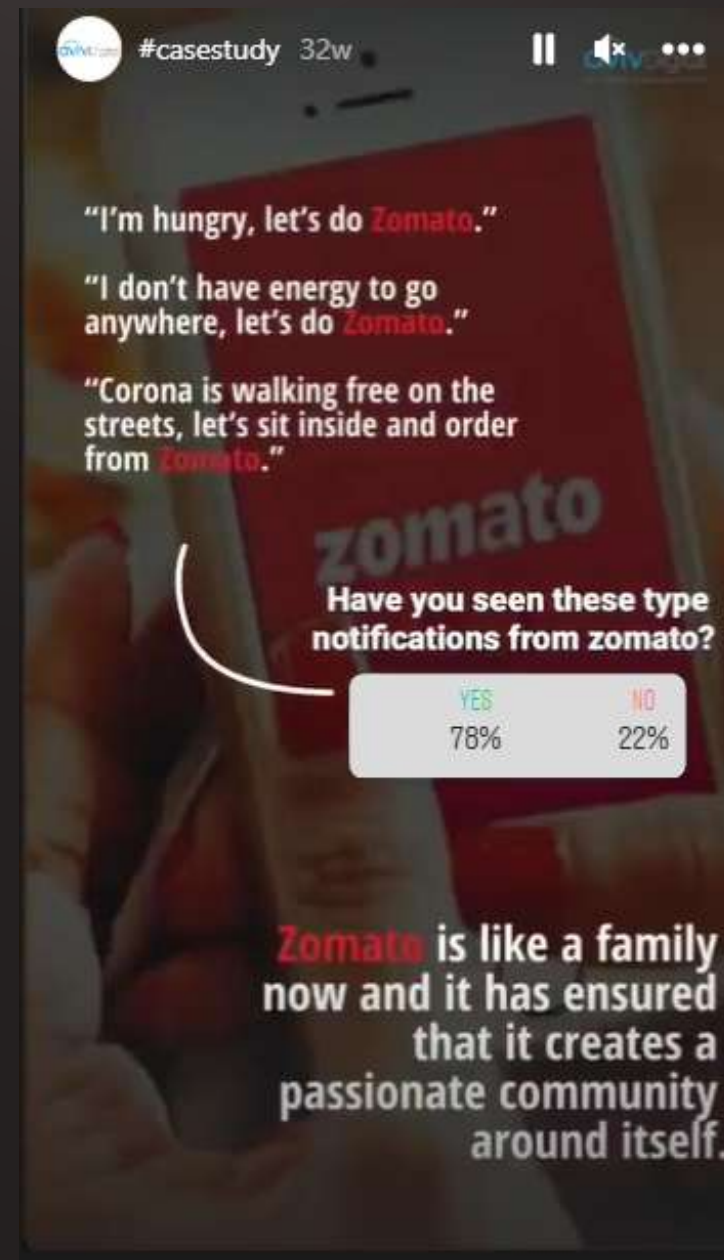
Case Study Type stories



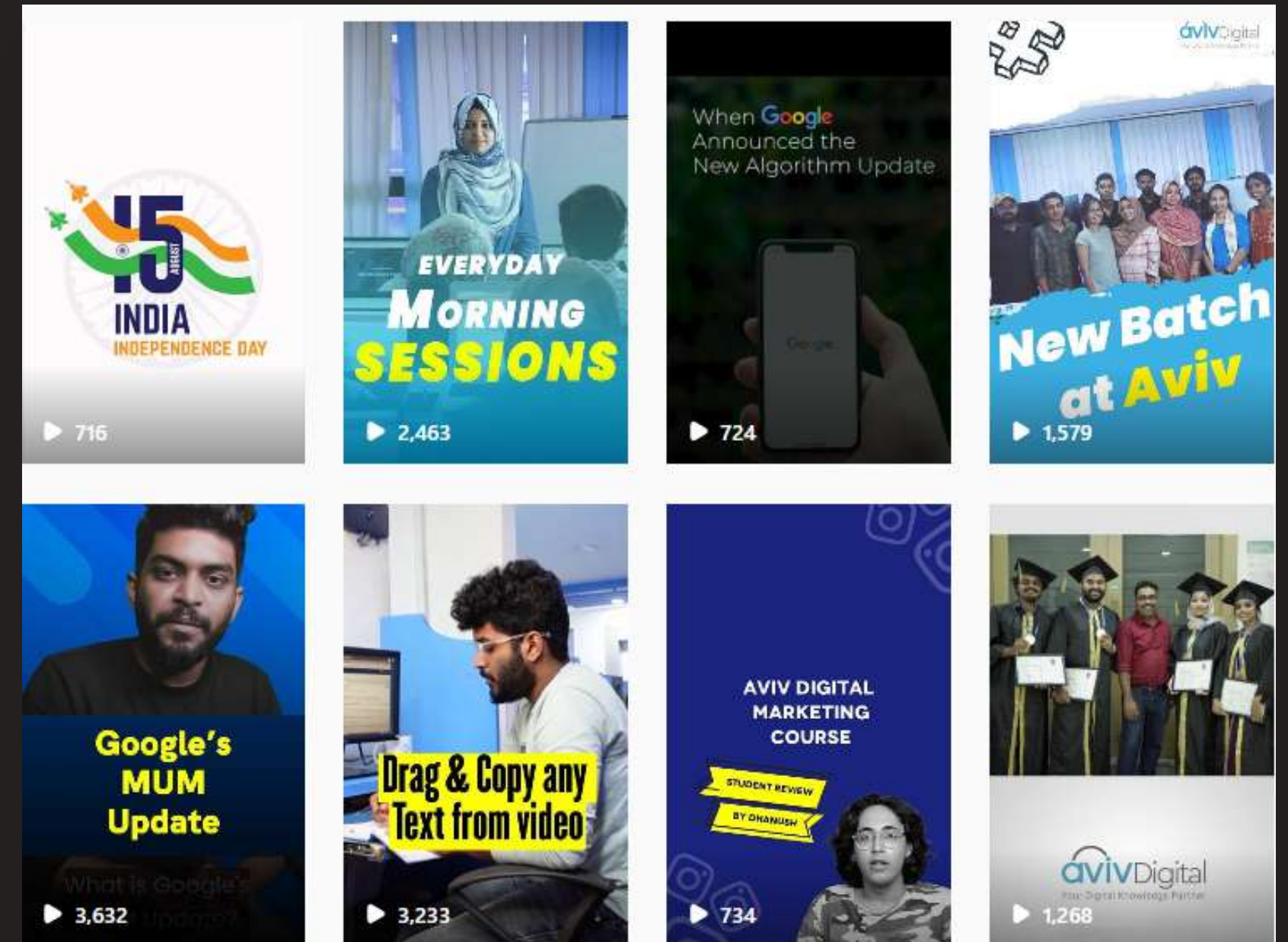
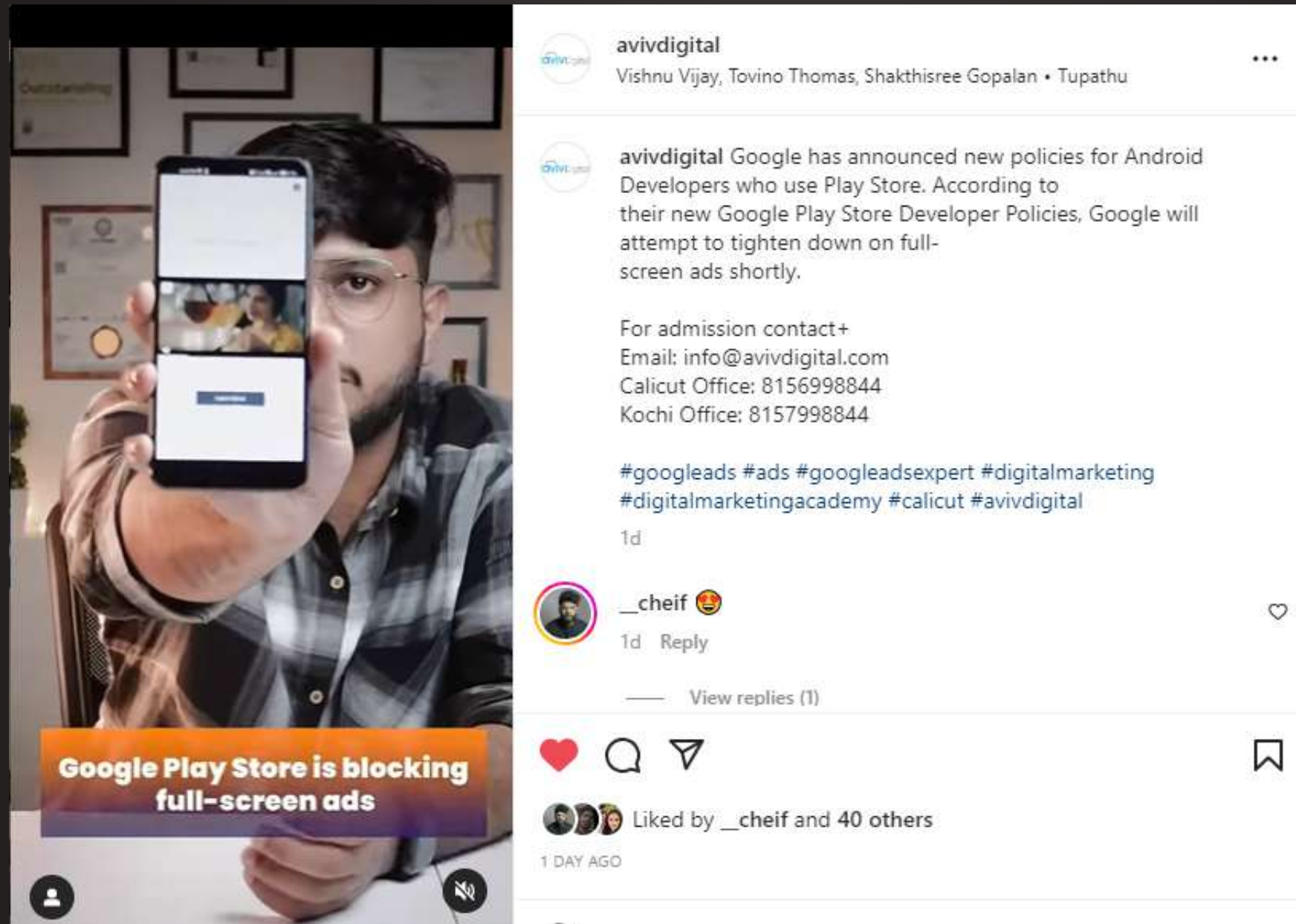
Personal Account



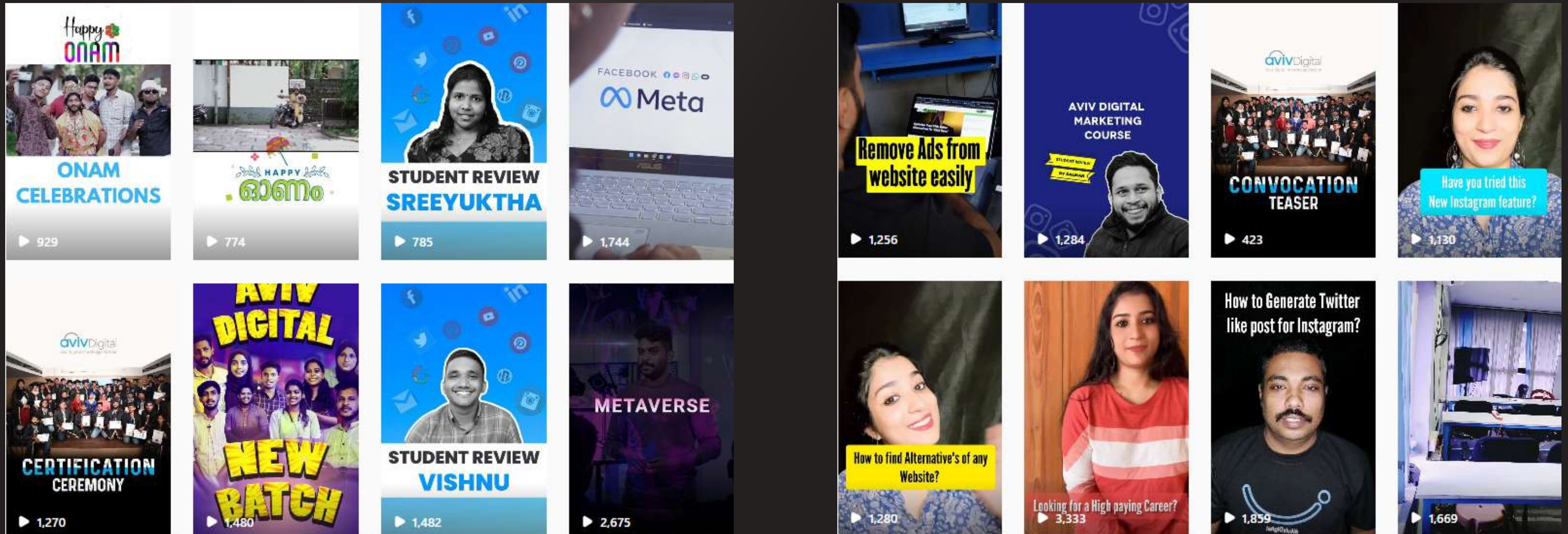
Case Study Type stories



Reels/Video Posts



Reels/Video Posts



My Work

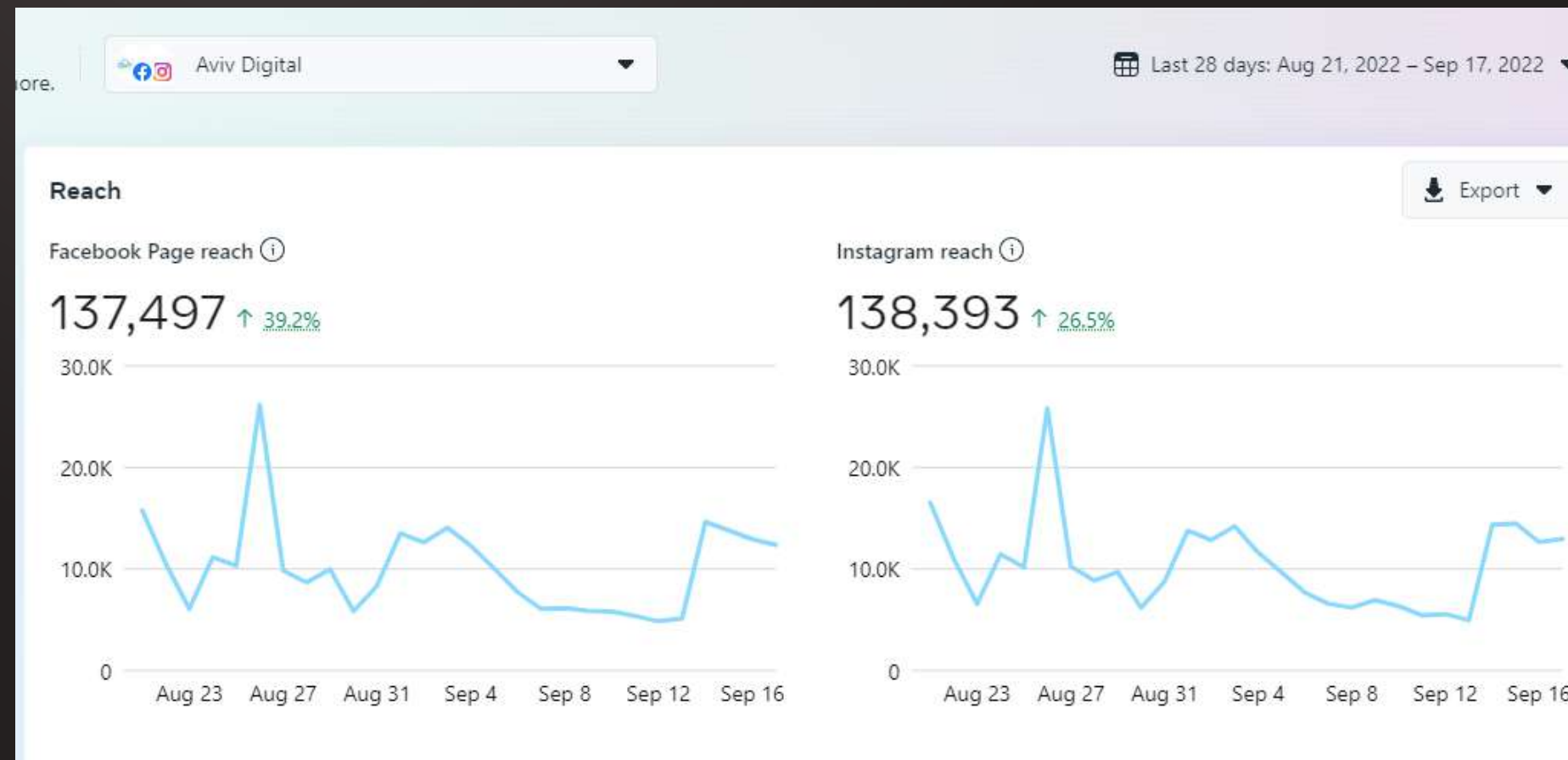
Work Experience

Education

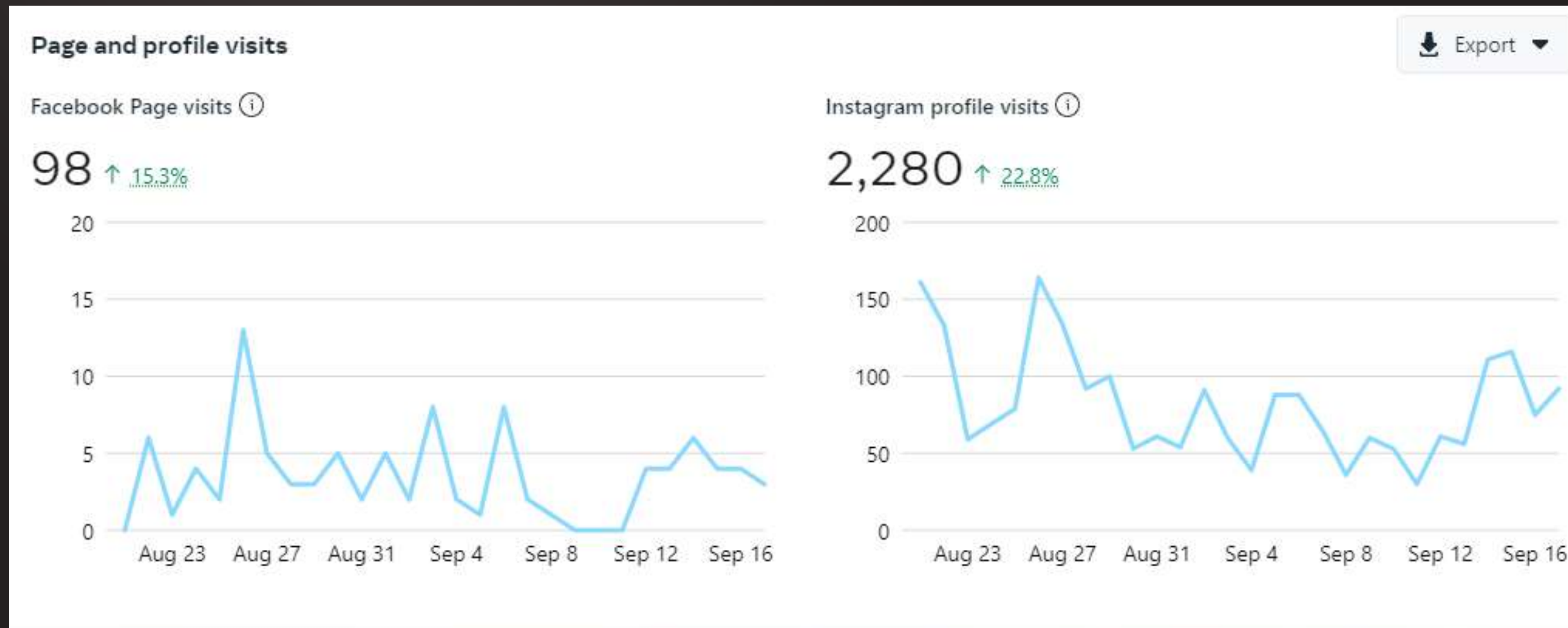
About Me

Cover

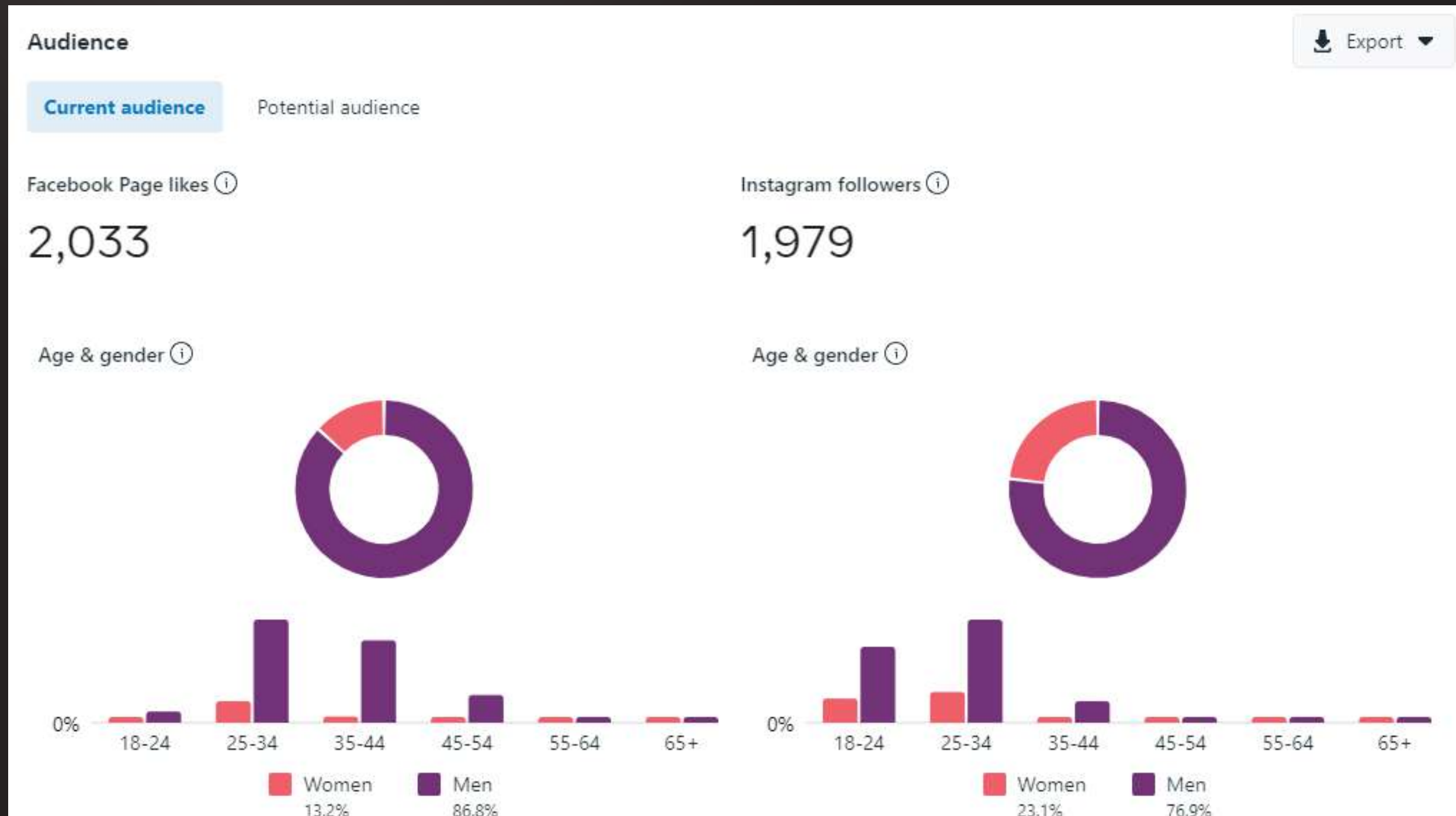
Results



Results



Results



My Work

Work Experience

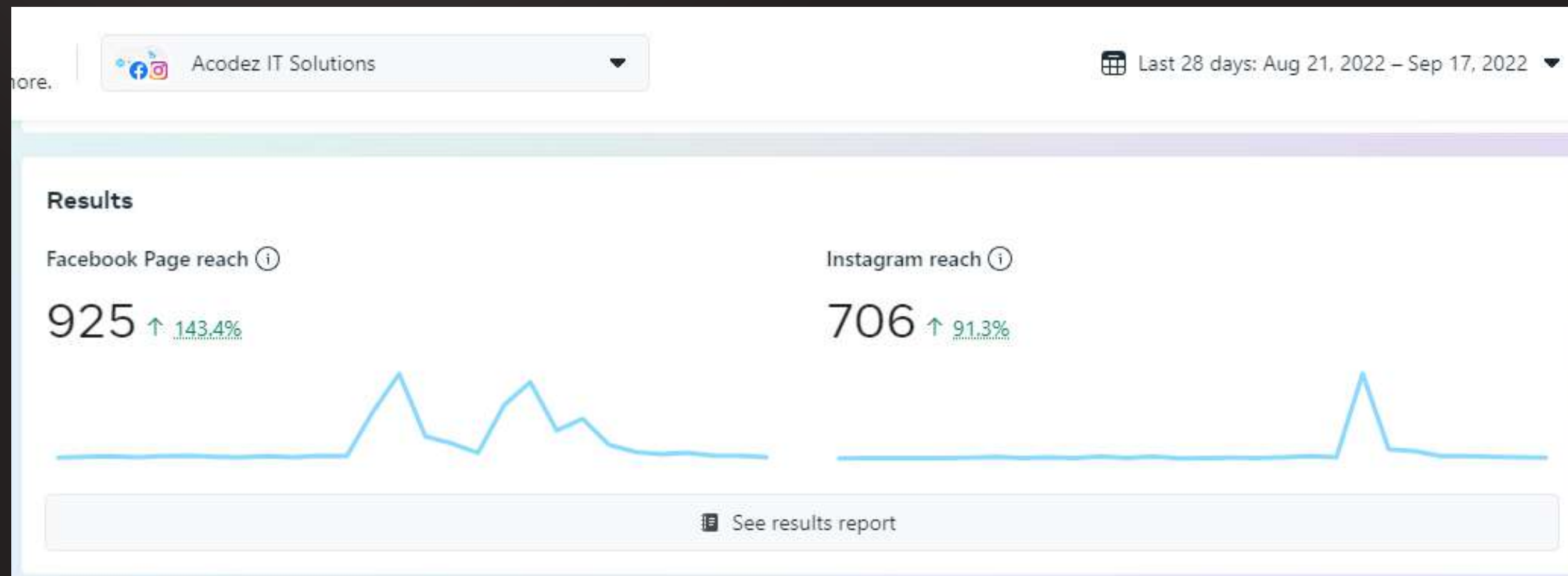
Education

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Results

Inhouse Account



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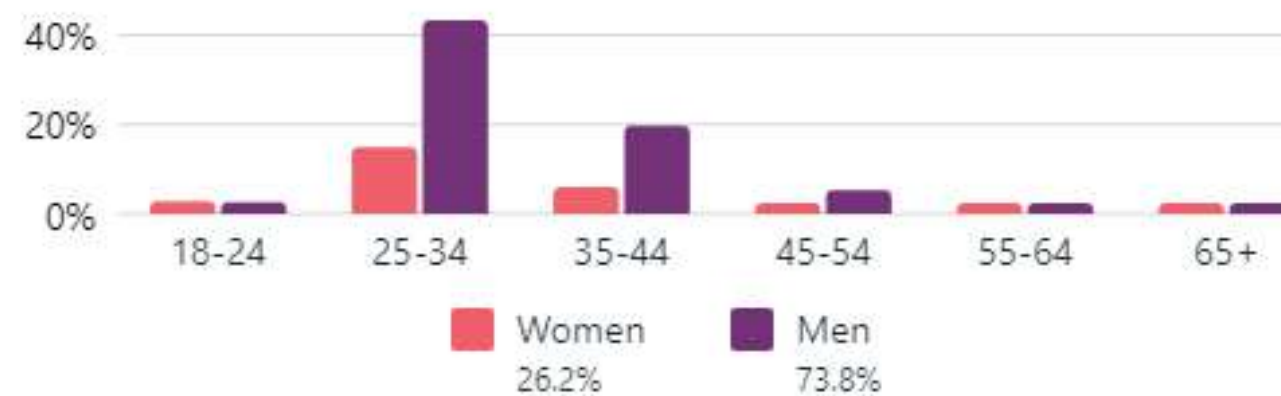
Inhouse Account

Audience ⓘ

Facebook Page likes ⓘ

6,289

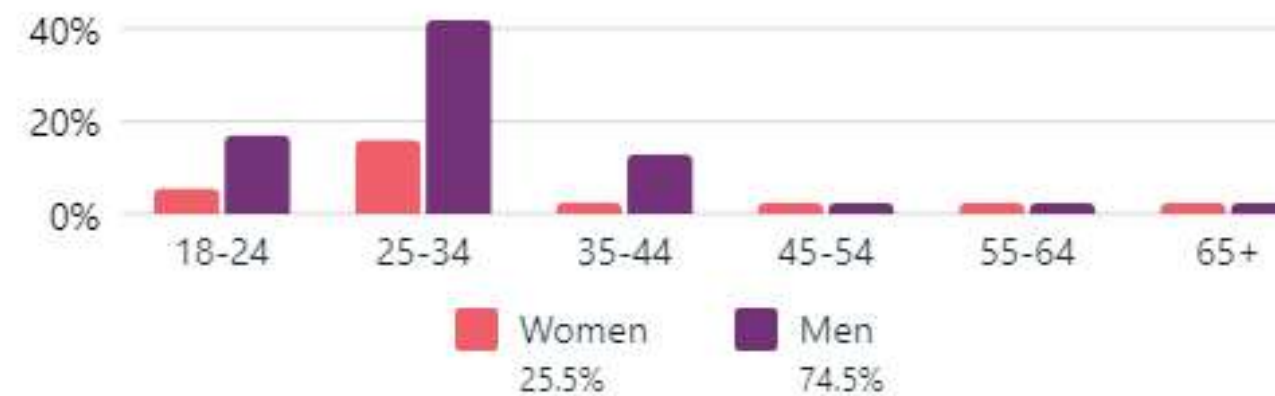
Age & gender ⓘ



Instagram followers ⓘ

730

Age & gender ⓘ



 See audience report



CONTENT CALENDER

SUNDAY	MONDAY	TUE SDAY	WEDNE SDAY	THUR SDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
	#peansmonday Showcasing PAAN products		New Store show case at INDORE(Happy news for Indore people)		Reels Based on Products #reelsfriday	
SUNDAY	MONDAY	TUE SDAY	WEDNE SDAY	THUR SDAY	FRIDAY	SATURDAY
8	9	10	11	12	13	14
Hurray Its Diwali Week	#peansmonday post (we can include diwali offers)	#beetalbarsday -Celebrate this diwali with beetal bars(include offers)	#celebratewednesday-Promoting celebration peaks	Reels based on all products	Diwali post (post attached)	
SUNDAY	MONDAY	TUE SDAY	WEDNE SDAY	THUR SDAY	FRIDAY	SATURDAY
15	16	17	18	19	20	21
	#peansmonday Showcasing PAAN products & combo peaks		User Reviews or testimonials		Reels Friday	Q&A Session (story)
SUNDAY	MONDAY	TUE SDAY	WEDNE SDAY	THUR SDAY	FRIDAY	SATURDAY
22	23	24	25	26	27	28
	#peansmonday Showcasing PAAN products & combo peaks	New store update Pune	#celebratewednesday-Promoting celebration peaks		Reels Based on Products #reelsfriday(making,	
SUNDAY	MONDAY	TUE SDAY	WEDNE SDAY	THUR SDAY	FRIDAY	SATURDAY
29	30	31				
	Ganapati Celebration post	New store update Faridabad				



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7	8	9	10	11	12	13
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
14	15	16	17	18	19	20
	Sukritham girl Child empowerment		Feed a stray dog at just rs 100		Reels/Sukritham girl Child empowerment	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
21	22	23	24	25	26	27
	Reels/video based on Daya Animal welfare		feed strays and abandoned animals campaign days			Donate old books campaign
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	30	31	1	2	3	4
	Donate Meal for a day campaign Akshaya Trust		About Sukritham Girls Home feeding campaign		Make a Hungry stomach happy campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5	6	7	8	9	10	11
	feed people					

~ January 2020 ~				
Tuesday	Wednesday	Thursday	Friday	Saturday
FACT & News quotes & Thoughts related to Dm	1 New Year Post	2 Placement Vipin Slr IG Tv	3 Retargetting audience (funnel)	4 Digital Marketing Ideas
5	6	7	8	9
7	8 DM https://mail.google.com/mail/u/0/#inbox/FMfcgxwGCbLVJLMqGnHwjHdxBWwRBvjr	9 Thought related to DM certificate / Insight success post	10 8 core of discipline every marketer should know	11 VV
			www	
12	13	14	15	16
14	15 Indian Army Day	16 Digital Marketing related Memes	17	18 Certificate
				www

Tools Used

Post Scheduling

- **Business Suite**
- **Creator Studio**
- **SEM Rush**
- **Buffer**

Email Marketing

- **Get Response**
- **Send in blue**
- **Mailchimp**

Analytics

- **Business Suite**
- **SEM Rush**

Designing

- **Photoshop**
- **Canva**
- **Vista Create**
- **Premier Pro**
- **Illustrator**



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THANK YOU

That's my portfolio so far.

