



PERSONAL DETAILS

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Address : Electronic City Phase 2,  
Bengaluru, 560100

PREM Address : Thrissur, Kerala  
680312

Nationality : Indian

D.O.B : 25.10.1992

Gender : Female

Marital Status : Married

SKILLS

- Social media strategy
- Analysing and synthesising data
- Analytics and SEO
- Social media digital marketing
- Problem resolution
- Critical Thinking
- Developing marketing campaigns
- Marketing analytics
- Competitive research
- Content Marketing

PROFILE

Digital Marketing Executive professional with 3+ years of experience in the field of media, corporate communications, and marketing. I am skilled in building productive teams of engaged employees and networking with experts in various media fields to develop solutions to the challenges faced by the company in the modern economy. To obtain a position in the Digital Marketing Executive area that will allow me to develop my skills as part of a dynamic and creative group while contributing to achieve the company's goals.

WORK EXPERIENCE

- DIGITAL ANALYST | 2018-2020

GINGER TECHNOLOGIES, THRISSUR, KERALA

  - Collect and analyse sales data using web traffic metrics such as page visits, transaction size, link popularity, clickthrough rates, and cost-per clicks.
  - Managed Lifecycle marketing from conception, creation to execution.
  - Continually monitored email KPIs.
  - Conduct online marketing initiatives, such as paid Ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.
  - Participate in the development of online marketing strategy.
  - Initiated lead generation in collaboration with brand teams.
  - Responsible for developing and implementing strategic online marketing plans for a variety of clients.
  - Focused on Search Engine Optimization and Marketing strategies to improve organic search results in the major search engines; Google, Yahoo, and Bing.
- DIGITAL MARKETING EXECUTIVE | 2017-2018

FREELANCE, THRISSUR, KERALA

  - Assist Customers regarding product and service problems and inquiries via Social Media.
  - Perform root cause analysis for any high impact or repetitive issues via Social Media Venue.
  - Ensure proper handling and follow up with customers.
  - Drove the development, execution and measurement of multiplatform social strategies for the brand.
  - Communicated with client and account executives in order to understand client's needs and expectations.
  - Researched target audience, television viewing, reading habits and lifestyles.
  - Collect and analyse sales data, using web traffic metrics such as page visits, transaction size, link popularity, clickthrough rates, and cost-per clicks.

## COMPUTER SKILLS

- ❖ PHP
- ❖ JAVA
- ❖ MS OFFICE

## LANGUAGES KNOWN

- ❖ English
- ❖ Malayalam

## CERTIFICATIONS

- HubSpot Digital marketing Certification
- HubSpot Social Media Certification
- HubSpot Email Marketing Certification
- Google Ads Search Certification

## MAJOR PROJECTS

- Al Khor Mall, Qatar
- Raha Medical Centre, Qatar
- Al Emadi Hospital, Qatar
- Naseem Medical Centre, Qatar
- Reem Medical Centre, Qatar
- Hyderabad Palace Restaurant, Qatar
- Al Koufa Restaurant, Qatar
- Mr Fire Restaurant, Qatar

## ACADEMIC CREDENTIALS

|      |  |
|------|--|
| 2016 | <b>B.Tech in Computer Science</b><br>Sree Ernakulathappan<br>College of Engineering & Management<br>Thrissur, Kerala |
| 2013 | <b>Diploma in Computer Science</b><br>Govt. Women's Polytechnic<br>Thrissur, Kerala                                  |
| 2010 | <b>HIGHER SECONDARY</b><br>Govt. Model boys HSS<br>Irinjalakuda, Kerala  |

## DECLARATION

I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above-mentioned particulars.

**SRUTHI ASOKAN**