

Neil Jose

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Personal Summary

An MSc graduate in Digital Marketing with over 4 years of agency experience, currently seeking a Digital Marketing role in an Ireland-based company. I have successfully planned and executed digital campaigns with a strong emphasis on SEO, Social Media Marketing, and Google Ads—delivering consistent lead generation and high conversion rates for my clients. With a new role, I aim to gain hands-on experience working with Ireland-based clients and contribute my expertise to drive impactful digital marketing strategies.

Work Experience

SEO Intern | December 2023 – December 2024

Digital Strategy Consultants | Ireland, Dublin

- Executed paid advertising campaigns using Google Search Ads targeting agency-specific business keywords, resulting in a 25% increase in qualified leads and a 30% improvement in click-through rate within three months.
- Collaborated with content writers and graphic designers to publish guest posts as part of outreach campaigns, providing keyword strategies, blog outlines, publishing guidelines, and image specifications to ensure alignment and quality.
- Assessed the performance of digital PR campaigns using Google Analytics and Search Console, delivering monthly reports to leadership with actionable insights contributing to a 20% improvement in organic traffic and backlink quality.

Digital PR Specialist | January 2023 - June 2023

uSERP | Colorado, US (Remote)

- Planned and coordinated content topics weekly as part of digital marketing campaign execution, pitching an average of 15–20 article ideas per week to publishing websites.
- Built authentic relationships with editorial, content, and SEO teams across various websites, enabling long-term collaboration opportunities and improving outreach response.
- Communicated weekly campaign progress to both clients and internal teams, delivering structured reports that improved transparency and client satisfaction scores by 20%.

SEO Specialist | March 2022 - December 2022

Technology Advice | Nashville, US (Remote)

- Contributed to the growth of the outreach team by introducing advanced link-building strategies, enabling each team member to consistently secure 30+ high-quality backlinks per month.
- Drove qualified leads to technologyadvice.com by conducting in-depth keyword research and targeting high-volume, relevant search terms, resulting in a 25% increase in conversion rates over a six-month period.
- Collaborated with cross-functional teams - including content writers, graphic designers, and developers—to publish SEO-optimized content on technologyadvice.com and its partner sites.

Outreach Marketing Lead | November 2019 - February 2022

Acodez IT Solutions | Kerala, India

- Proposed and implemented strategic marketing initiatives focused on SEO during company meetings, contributing to a 40% increase in lead generation over a 12-month period.
- Created detailed campaign performance reports at the end of each month using Google Analytics, tracking KPIs and offering actionable insights to improve outreach efforts.

- Trained and mentored new recruits in the outreach team, delivering onboarding sessions and foundational SEO training.
- Executed paid advertising campaigns via Google Display Ads for the partner site acowebs.com, resulting in a 20% increase in website traffic and a 15% boost in product demo sign-ups within three months.

Skills and Certifications

- *Google search ads*, [certification](#), November 2023
- *Google ads display*, [certification](#), November 2023
- *Content marketing*, [UC Davis certification](#), August 2022
- SEO Crash Course, [Semrush Academy](#), January 2023

Education

- *MSc Digital Marketing Strategy | 2024*
Trinity College Dublin
Core modules:
 - *Digital Marketing Communication*
 - *Digital Marketing Practice*
 - *Digital Marketing Strategy*
- *Advanced Diploma in Digital Marketing | 2019*
Aviv Digital
Core modules:
 - *Search Engine Marketing*
 - *Search Engine Optimization*
 - *Social Media Marketing*
 - *Branding*
- *B.Tech Civil Engineering | 2017*
Calicut University
Core modules:
 - Engineering Mathematics
 - Engineering Mechanics
 - Structural Analysis

Personal Interests

- Reading (nonfiction); next up: Can't Hurt Me by David Goggins
- Web development (HTML, CSS, JavaScript) — [GitHub link](#)
- Music — enjoy listening to and singing hip-hop and pop; favorites: Michael Jackson, Tupac Shakur
- Fitness — daily routine includes 100 push-ups and jump rope