

Thasni Raj P T

Digital Marketing Analyst

Skills

- Keyword Optimisation
- Social media strategy development
- Blogging and article writing
- Social media content creation
- Advertising & Branding

Work Experience

2023- Till date

Zenerom Creative Lab

Digital marketing Analyst

- Handling social media campaign and managing team to handling social media timeline upload
- Initiated market research studies and analyzed findings.
- Maintained in-depth understanding of industry practices and trends to best promote products.
- Identified technology framework required to support digital strategies.
- Analyzed website data such as traffic, interactions, conversions and goals to find areas of improvement.
- Generated reports to monitor and analyse website performance, search engine rankings, or domain authority.
- Collaborated with designers, copywriters and developers, creating effective search marketing campaigns.
- Created content strategies for digital media.
- Developed and deployed content marketing strategies to improve organic search traffic.

2018- 2021

Petroserv Institute of Technology

Strategic Development Manager

- Directed product development efforts using industry-specific tools to increase sales and overall company productivity.
- Supervised team duties related to decision support and business intelligence for business users.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Continually maintained and improved company's reputation and positive image in markets served.

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.



2011-2014

B-TECH

Electronics & Instrumentation
CUSAT

2007 - 2010

Diploma

Electronics & Instrumentation
Kerala technical board

2007

SSLC

TDHSS Thuravoor



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- Secured long-term accounts by recommending strategies to promote brand effectiveness and highlight product benefits.
- Coordinated with design and media teams to develop high-quality creative assets.
- Launched successful digital marketing campaigns that achieved goals for increased website traffic.
- Mentored local personnel on best practices and protocols to maximize productivity.
- Generated sponsorships with related and partnering entities to enhance marketing objectives.
- Optimized email campaigns to increase open and click-through rates.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Created and managed social media campaigns to increase brand engagement.
- Improved website visibility through development and implementation of SEO strategies.

2016- 2018

School of Instrumentation and Information technology

District Course Coordinator

- Developed community education programming events and other activities designed to increase and improve educational outcomes.
- Conducted conferences with parents and students to review progress, adjust academic plans, and renew enrollments.
- Planned, formulated and assessed goals, policies, and activities designed to implement educational objectives and performance standards.
- Identified methods and tools to promote student success in project-based learning.
- Tracked educational program progress to identify strengths and opportunities.
- Supported staff recruitment initiatives for high-quality program delivery.
- Designed or used assessments to monitor student learning outcomes.

2015- 2016

Keltron REC

Course marketing executive

- Developed technical and non-technical marketing presentations, public relations campaigns, articles, and newsletters.
- Established targets for social media platforms to reflect business objectives.
- Travelled to promote current programs and drive marketing through trade shows and industry conferences.
- Identified target audiences and devised campaigns to match target demographics and optimize results.
- Implemented key initiatives and activities aligned with brand strategy and brand advocacy.

2014- 2015

PVS Memorial hospital

Biomedical engineer Trainee

- Maintained strict adherence to laboratory guidelines and regulations, verifying safety and protective procedures.
- Inspected laboratory and manufacturing equipment and immediately sent non-working devices out for repair.
- Coordinated projects and activities to sustain team member health in orbit by assessing medical hardware failures and implementing real-time troubleshooting.
- Examined visual issues and impairments driven by increases in intracranial pressure.
- Kept detailed records and documents of research requirements and procedures.
- Collaborated with multidisciplinary specialists to research and develop solutions to address issues.
- Diagnosed malfunctioning equipment and ordered parts to repair or replace non working ones.