

Vinayak.V

Digital Marketing

Contact

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Technical Profile

- Microsoft Office
- HTML
- Google Drive
- Microsoft Outlook
- Google Analytics
- Canva
- Google Docs
- Google Ads
- Social media sites
- CSS
- Word press
- PPC
- Website Management
- Email Marketing

Objective

Digital Marketing Intern with experience in corporate communications strong exposure to implementing overall communications and marketing plans in support of corporate objectives. Excellent writing, editing and proofreading skills. Employs good judgement and manages projects from beginnings to end.

Work History

Digital marketing Intern

Spyrosys, Cochin, Kerala

2022-07 to 2022-12

- Created engaging content to Pinterest, Facebook and Instagram.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Assisted marketing coordinates and graphic designers with website copywriting and proofing.
- Created proposals and organized pursuit documentation to support marketing staff.
- Collaborated with team members to help expand marketing channels.
- Identified thought leaders and influencers to promote and engage in brand activities.
- Contributed to mock-ups, email campaigns and social media content.
- Coordinated meetings between project members and clients to develop ideas, discuss progress and set goals.
- Work with off page and on page SEO. Work with SEM tools and performs to create keyword mapping and SMM.
- Write and optimize content for the website and social networking accounts such as Facebook and Twitter.
- Create online banner adverts and oversee pay per click (PPC) ad management.
- Optimizing content for the website and social media platforms.
- Worked with Google Analytics to create information uniformity.

Competencies

- Marketing and Advertising
- Performance Optimization
- Business Correspondence
- Data Analysis
- SEO
- SEM
- SMO
- SMM
- Keyword Optimization
- Ad development
- Strategic Planning
- Project Support
- Content Creation

Project Coordinator

2020-02 to 2022-03

Vil Arch Technology, Malappuram

- Supervised Multiple Projects from Project start through delivery by prioritizing needs and delegating assignments.
- Tracked hours and expenses to keep project on task and within budgetary parameters.

Client Coordinator

2018-04 to 2019-05

Abzer Technologies Pvt Ltd, Smart city, Cochin

- Referred clients to appropriate team members, Community agencies and organizations to meet treatment needs.
- Coordinated individual referrals to obtain community services, Advocate for client needs and resolve roadblocks
- Performed office administrative duties to enhance team cohesiveness.

Education

2012-2016

- **Bachelor of Engineering - BE Computer Science and Engineering**

Certifications

- Google Analytics
- Google Ads
- Search Ads & Display Ads
- Google Digital Unlocked