



BUBSHA P

PROFILE

Well organized, creative, and proven content writer. Eager to create unique content strategy for your company.

CONTACT

PHONE:
9994473997

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pankirasbubsha@gmail.com

SKILLS

- knowledge to Ideate and create content for blogs, articles, social media copies, and other formats on a regular basis.
- knowledge to Create documents for different markets and domains based on user proficiency.
- Collaborate with the marketing team on website optimization strategies, social media promotions and partnership projects.

WORK EXPERIENCE

WORKING AS A DIGITAL MARKETING SPECIALIST AT LENSHOT DIGITALS, THUCKALAY

- Research appropriate markets and industries for content creation
- Draft and edit marketing collateral such as brochures, poster contents, video scripts etc.
- Conducted detailed market research and worked on the development and implementation of new advertising plans and strategies.
- Managed budgets, monitored and analyzed social media accounts, determined the best type of ads for the target audience, and assisted in the development of a new rebranding strategy.
- Built and maintained professional relationships with multiple Marketing managers, PR consultants, and other industry professionals.
- Maintained records and databases, collected campaign performance data, and pro-actively participated in team meetings with the Board of Directors.

EDUCATION

BE in ECE at Loyola Institute of Technology & Science, Thovalai.

2017-2021

HSC at St. Lawrence higher secondary school, Madathattuvilai.

2016-2017

SSLC at Adlin Matric higher secondary school, Kulumaikadu.

2014-2015

