

Abhaya Baby

Contact: +7034761402

Email: abhayababy@gmail.com

CAREER OBJECTIVE

Digital Marketer with 1 year 9 months of experience of developing, implementing and managing marketing campaigns that contributes to the brand awareness of organization and its services. Aiming to use my analytical and professional skills to drive traffic into the business and acquiring leads/customers.

PROFESSIONAL SNAPSHOT

Company Name : Spectrum Softtech Solutions Pvt Ltd, Kochi

Role : Digital Marketing Executive

Tenure : From June 2017 to March 2019

- **Search Engine Optimization (SEO):** Optimize the websites and content for search engines to improve organic rankings and visibility.
- **Lead Generation:** Develop and implement strategies to generate high quality leads through various digital channels.
- **Social Media Promotions:** Create, curate and manage engaging content on social media platforms to increase brand awareness and engagement.
- **Keyword Research:** Conduct keyword research and analysis to identify opportunities for content creation and optimization.
- **Analytics and Reporting:** Monitor, analyze and report on the performance of digital marketing efforts and make data-driven recommendations for improvement.
- **Content Marketing:** Collaborate with the content team to ensure that content is optimized for SEO and aligned with marketing goals.
- **Paid Advertising:** Manage and optimize paid advertising campaigns including Google Ads, Facebook Ads and other platforms.
- **Email Marketing:** Manage email marketing campaigns to nurture leads and engage with customers.

SCHOLASTICS

- **B.Tech (ECE)**

ASIET, Adi Shankara Institute Of Engineering and Technology, Kalady.
Score: 65%

- Completed Digital Marketing Course from Spectrum Softtech Solutions.

PERSONAL DETAILS

Date of Birth: 25-03-1994

Age: 29

Sex: Female

Nationality: Indian

Marital Status: Married

Languages Known: Malayalam, English, and Tamil (Spoken)

Hobbies: Listening Music, Cooking.

DECLARATION

I hereby declare that the particulars furnished above are true and I assure that if I am given an opportunity, I will uphold the sanctity with seamless integrity to your esteemed Organization.

Place: Kerala, India

Date:

Abhaya Baby

References: Available on request.