



Arshitha MJ

Digital Marketing Executive



ABOUT ME

I am dedicated to driving online success through strategic planning, creative thinking, and data-driven decision-making. With a proven track record in optimizing online presence, expanding brand reach, and delivering measurable results, I thrive in leveraging the latest digital tools and trends to create effective marketing campaigns. My expertise spans across various digital channels, including SEO, social media, email marketing, and content strategy, enabling me to connect businesses with their target audiences and achieve digital excellence.



EXPERIENCE

Digital Marketing Intern

July 2023 – Pursuing

XEVENTURE IT SOLUTION

Experienced digital marketer skilled in developing and executing data-driven strategies across diverse online channels. Proficient in SEO, social media, email marketing, and content creation. Committed to driving results and boosting brand visibility.

Marketing Manager

Nov 2021 – March 2023

EMBASE PRO SUIT PVT LTD

Business Development Manager
Customer Relation Manager & Project Manager

Customer Relation Manager

Nov 2020 – Oct 2021

EM.MINCETECH PVT LTD

Client support and management, collect the requirements from client, creating detailed reports and listing improvements, conducting client meeting, conducting offline and online training for clientsTV



AWARDS

The Best Stand Out Performer of the Year

2022 | EMBASE Pro Suit Pvt Ltd



CERTIFICATE (<https://rb.gy/zdign8>)



Microsoft Advertising Search Certification



Google Certificates Analytics, Fundamentals of digital marketing



AI-powered performance ads certification, Google Ads Apps Certification, Google Ads Display Certification, Google Ads Search Certification, Google Ads Video Certification



Content Marketing Certified, Digital Marketing Certified

Email Marketing Certified, SEO certified, Social Media Certified



SEO Fundamental Course Certified, Keyword Research Course Certified



EDUCATION

Diploma in Digital Marketing

2023 Jul - 2023 Nov

Xen Education Sulthan Bathery, Wayanad

A digital marketing diploma covers SEO, SEM, social media, Email Marketing, Content Marketing, Analytics, and more.

Master Of Commerce

2018 - 2020

CM College of Arts and Science Panamram, Wayanad

Completed post graduation in 2020 with Master of Commerce with Finance, Tax Management, Statistics and Accounting with Tally

Bachelor Of Commerce

2015 - 2018

IHRD Model College Meenangadi, Wayanad

Completed post graduation in 2020 with Master of Commerce with Finance, Tax Management, Statistics and Accounting with Tally



CONTACT

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SKILLS

- Communication
- Creativity
- Leadership
- Organisation



EXPERTISE

- Client Management
- Marketing
- Project Management
- Content writing and storyboards
(English and malayalam)



LANGUAGES

- English
- Malayalam
- Tamil
- Arabic