



ATHIRA K



OBJECTIVE

Enthusiastic person with an objective of developing strong and innovative strategies to promote the business ,brand, products, and services using latest and most effective SEO, SEM, SMM, and Email Marketing tools, etc



EXPERIENCE

IPCS Global

Digital Marketing Intern -

2023 May - June

Assist Digital Marketing Head in live projects for SEO optimization , develop and manage social media campaigns, creating content for different channels, designing visual contents (canva) , updating and maintaining the website, creating and analyzing reports etc.



EDUCATION

IPCS Global , Trivandrum

2023 January-May

Professional Diploma in Digital Marketing

MARIAN ACADEMY OF MANAGEMENT STUDIES, PUTHUPPADY, KOTHAMANGALAM

2020-2022

MBA(Marketing and HR)
6.56

ST THOMAS COLLEGE, KOZHENCHERRY, PATHANAMTHITTA

2017-2020

BSc Mathematics
74.3%

CATHOLICATE HIGHER SECONDARY SCHOOL, PATHANAMTHITTA

2015-2017

Higher Secondary
86.6%



CERTIFICATION

- Google Analytics for Beginners
- Fundamentals of Digital Marketing by Google



DECLARATION

I, hereby declare that the above-mentioned informations are true and correct to the best of knowledge and belief.



CONTACT

@ kathira336@gmail.com

9947646506



KOCHUMUTTATTU HOUSE
VALLICODE KOTTAYAM P O
PATHANAMTHITTA 689656



<https://www.linkedin.com/in/athira-k-2186651b9>



SKILLS

- * SEO , SEM, SMM and email marketing Tools
- * Communication skills
- * Google Ads
- * Content Creation and Designing
- * Team Player
- * Data Analysis (Google Analytics and Console)
- * Canva , SEMrush , Ahrefs



LANGUAGES

English

Malayalam



PERSONAL DETAILS

Date of Birth : 07/06/1999

Nationality : Indian

Place : Pathanamthitta



ACTIVITIES

Junior Red Cross Volunteer for 3 years (2013- 2015)