



## PERSONAL DETAILS

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Address	Pulikkalakandi House Ozhukur, Ozhukur PO, Malappuram Kerala, 673642
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Website	www.noushad.epizy.com
Nationality	Indian
D.O.B	26.02.1997
Gender	Male
Marital Status	Single

## ACADEMIC CREDENTIALS

<b>BA (West Asian Studies)</b> EMEA Arts and Science College, Kondotty. Calicut University.	<b>2019</b>
<b>Higher Secondary</b> GVHSS Pullanoor, Board of Higher Secondary Education Kerala.	<b>2016</b>
<b>High School (SSLC)</b> Crescent HS Ozhukur, Board of Public Examination Kerala.	<b>2014</b>

## CERTIFIED COURSE

- DIGITAL MARKETING**  
Soften Technologies, Kochi

## LANGUAGES KNOWN

- English
- Malayalam
- Hindi

## HOBBIES

Reading	Travel	Sports	Movies

# NOUSHAD A K

## DIGITAL MARKETING EXECUTIVE

Highly motivated and results-driven Digital Marketer with entry level experience in developing, executing and optimizing digital strategies to drive successful campaigns and generate leads. Skilled in SEO, SEM, PPC, email marketing, web analytics and content creation and leveraging social media to boost brand awareness. Experienced in establishing and managing relationships with clients and partners.

## KEY SKILLS

Google Analytics	Google Ads	Social Media Campaigns	Analytics
SEO, SMM SEM	YouTube Marketing	Analytics Tools Setup	
Advertising Strategy	Competitor Analysis	Content Marketing	

## EMPLOYMENT CHRONICLE

- ❖ **Soften Technologies, Kochi Digital Marketing (Experience and internship)** (6 Months)
  - Create digital marketing campaigns.
  - Manage all aspects of Google Ad campaigns
  - Create and optimize ad campaigns and paid search landing pages
  - Ensure consistency in the brand messaging.
  - Work with editorial and marketing teams to drive SEO in content creation and content programming
  - Responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks
  - Contributes to the marketing strategy by leveraging social media to identify and acquire customers.
  - Develops social media marketing plans and programs for each product and directs promotional support.
  - Maintains online relations with customers by organizing and developing specific customer-relations programs.
  - Work with the sales team to coordinate marketing campaigns.
  - Prepare emails and newsletters to send to current customers.
  - Launch promotional offers and events to attract new customers.
  - Follow best practices for social media marketing on different platforms.
  - Maintain and monitor online listings across various e-commerce platforms.
  - Track marketing metrics and analyze digital data to measure marketing success.
- ❖ **Aabasoft , Infopark, Kochi Process: Sundirect**  
Customer care executive (Experience)
  - Conducting customer satisfaction surveys to understand what areas of the company's services need improvements
  - Catering to customer phone calls and diverting the call to the relevant department for a more advanced form of query resolution
  - Curating streamlined email and social media communication mediums for offers, updates and much more

- Dealing with customer issues and churning out an easy-to-follow solution
- Managing payment and delivery of customer orders
- Helping customers choose the right product for their requirements and budget
- Handling customer concerns and complaints in a timely manner

#### ❖ Akshaya Center

2020 – 2023

- Online Service Under The Ministry of Electronics and Information Technology, Govt of India and Govt of Kerala
- Monitor, review and update the progress of the applications and documents submitted by customers.
- Maintain records of all the applications, forms and documents submitted by customers.
- Provide guidance and suggestions to customers regarding any queries regarding the services offered at the center.
- Ensure the security of all customer data and information.
- Ensure the accuracy and completeness of information provided to customers.
- Keep the Akshaya Center premises and facilities clean and hygienic.

#### ❖ RSBY Health Insurance

2018 – 2020

- Assist customers in understanding various health insurance policies and procedures.
- Ensure customers receive appropriate customer service.
- Maintain accurate records of customers' health insurance policies.
- Respond to customer inquiries and resolve customer complaints.
- Identify customer needs and recommend suitable health insurance policies.
- Provide advice and guidance on the best health insurance policies available.
- Process applications for health insurance and make sure they are complete and accurate.
- Follow up with customers and ensure they are satisfied with their health insurance policies.
- Monitor changes in health insurance regulations and update customers accordingly.

### DECLARATION

I hereby declare that the above particulars of facts and information stated are true, correct and complete to the best of my belief and knowledge.

**NOUSHAD A K**