

# Krishnaprasad Aloor Unnikrishnan

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## PROFESSIONAL SUMMARY

Currently pursuing a Master's degree in Digital Marketing from the University of Salford. Experienced Digital Marketer with over 5 years of expertise in developing and executing strategic digital marketing initiatives. Proven track record of driving brand awareness, enhancing online presence, and optimizing digital campaigns for maximum ROI. Skilled in utilizing various digital marketing platforms and tools to analyze data, optimize performance, and deliver targeted marketing strategies. Proficient in managing social media, content creation, SEO, email marketing, and paid advertising. Adept at collaborating with cross-functional teams and effectively communicating marketing objectives to achieve organizational goals.

## PERSONAL INFORMATION

**Eligible to work in the UK:** Yes

**Total years of experience:** 5

## WORK HISTORY

### **Jobin And Jismi IT Services LLP - Assistant SEO Manager**

*Thrissur, Kerala, India*

*06/2020 - 04/2023*

- Drove cross-functional collaboration with focus on quality service delivery
- Monitored trends in digital marketing landscape and adjusted strategies accordingly
- Developed and implemented successful digital marketing campaigns to drive customer engagement and increase brand awareness
- Established and maintained relationships with key stakeholders to deliver successful execution of marketing initiatives
- Continually maintained and improved company's reputation and positive image in markets served
- Led team of marketing professionals, offering mentoring and coaching to build knowledge and skills.

### **Cyrosys Technologies PVT LTD - SEO Analyst**

*Calicut, Kerala, India*

*02/2018 - 06/2020*

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximise budget
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues

## WEBSITES, PORTFOLIOS, PROFILES

- <https://www.krishnaprasad.me/>
- <https://www.searchengineplanner.com/>

## SKILLS

- Search Engine Optimisation
- Search Engine Marketing
- Social Media Marketing
- Project Management
- Strategic Planning
- Email Marketing
- Team Management
- Customer Relationship
- Content Strategy
- Lead Generation
- Branding
- Conversion Optimisation

## EDUCATION

*Expected in 09/2024*

### **University of Salford**

*United Kingdom, UK*

**Master of Science:** Digital Marketing

*08/2017*

### **St. Aloysius College**

*Thrissur, Kerala, India, IN*

**Bachelor of Science:** Computer Science

## CERTIFICATIONS

- **Google Ads Search Certification,** Google
- **Microsoft Advertising Search Certification,** Microsoft
- **BOI Recognised Creator,** Instagram
- **Master Digital Marketing,** LinkedIn
- **Social Media Certification,** HubSpot

- Tracked, reported and analysed website analytics to drive strategy and improve user experience
  - Researched and implemented search engine optimisation recommendations in accordance with development methodology
  - Collaborated with team to investigate critical SEO-related issues and provided impactful solutions.
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## AWARDS

### **Phenomenal Leader of the Year 2021**

Jobin And Jismi IT Services LLP

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## REFERENCES

References available on request