

Arjun Santhosh E

Digital Marketer

I am a Digital Marketing Practitioner with one year of experience. I can manage Facebook, Instagram, Twitter, and LinkedIn. I can create ad campaigns in Google as well as Social Media Platforms, design posters, and promote them to increase brand awareness and trust. I can also rank your website on top with my SEO Skills.



SKILLS

Practitioner in

✂ SEO Services ✂ Ecommerce SEO ✂ Local SEO Services ✂ Website SEO Copywriting ✂ Custom SEO Reporting ✂ SEO Audits ✂ PPC Management ✂ Google Local Services Ads ✂ Google Ads ✂ Email Marketing Management Services ✂ Email Marketing Design ✂ Mobile App Marketing ✂ Social Media Management ✂ Social Media Optimisation ✂ Social Media Design ✂ Social Media Advertising ✂ Conversion Rate Optimization ✂ WordPress Website Development ✂ Website Analysis ✂ Landing Page Design ✂ Remarketing ✂ Content Marketing Services ✂ Infographics & Motion Graphics.

EXPERIENCE

SNMIMT Engg. College, Kerala

Assistant Professor

SEPTEMBER 2014 - PRESENT

- Assistant Professor in Electronics and Communication Engineering

Digital Marketing Executive

MARCH 2020 - JULY 2020

- Setting up ad campaigns
- Running Admission Campaigns in Facebook and Instagram for Lead Generation
- Designing Posters for Various Departments
- Increased followers, likes and traffic to the website

As a Freelancer -

Hot Breads Bakery, Kerala- Social Media Marketer

JUNE 2020 - PRESENT

- Branding of the Bakery (Designing Logo, Posters)
- Facebook Profile Handling
- Increased followers and views by Posting

Car Cardiac, Kerala- Social Media Marketer

JUNE 2020 - PRESENT

- Facebook and Instagram Profile Handling
- Setting up Ad Campaigns
- Increased followers and views by Posting
- Generating High Quality Leads

Bakers Bay, Gujarat- Social Media Marketer

JUNE 2020 - JULY 2020

- Increased followers and views by Posting
- Generating High Quality Leads
- Designing and Posting

EDUCATION

Master of Engineering, Communication Systems - 76.00%

Anna University, Chennai

July 2012 - July 2014

B.Tech, Electronics and Communication Engineering- 63.00%

MG University, Kottayam, Kerala

June 2008- May 2012

CERTIFICATIONS

Certified Digital Marketing Consultant - 95.56%

Digiperform, Kochi

JULY 2020

Certified Digital Marketing Executive - 90.00%

Digiperform, Kochi

JUNE 2020

Social Media Certified

Hubspot Academy

MARCH 2020 - APRIL 2022

Google Ads Measurement Certificate

Google

MAY2020 - MAY 2021

Google Analytics Individual Qualification

Google

APRIL 2020 - APRIL 2021

Google Ads Search Certification

Google

APRIL 2020 - APRIL 2021

Google Ads Video Certification

Google

APRIL 2020 - APRIL 2021

Google Ads Display Certification

Google

MARCH 2020 - MARCH 2021

The tasks I can do

- Analyzing business performance
- Implementing, tracking and reporting web advertising campaigns including PPC, Facebook, Twitter, LinkedIn Ads etc.
- Analysing and reporting on website and digital marketing activity using Google analytics and other reporting tools
- Preparing interactive strategic digital marketing plan

-
- Creating awareness about the company's brand
 - Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, email marketing, etc.
 - Keyword analysis and research
 - Providing online help to clients to achieve success
 - Using a range of marketing technology, produce website campaign landing pages and marketing emails to support regional marketing campaigns
 - Coordinating mailings, marketing materials, and website content
 - Generating invigorating social media content
 - Design High Quality Posters

Work samples and
Portfolio of
**Digital Marketing
Work**

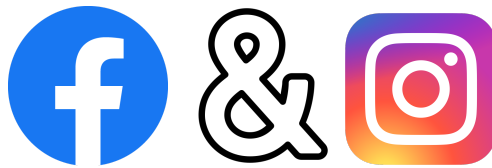
Arjun Santhosh E

04th July, 2020

Social Media

Posts

The first post on the left is for 'Car Cardiac Care' and features a main image of a mechanic working on an engine. The text reads 'ENGINE DECARBONIZATION' and lists benefits: 'IMPROVES MILEAGE & POWER', 'INCREASE SMOOTHNESS', 'REDUCES NOISE & VIBRATION', and 'REDUCE EMISSION'. It includes three circular inset images showing different vehicles. The contact information is 'Car Cardiac Care® N. PARAVUR, MALIANKARA, PH: +91 95940 84838'. The second post on the right is for 'BAKERS BAY PRESENTS BEAT THE HEAT ONLINE ICE CREAM MAKING WORKSHOP'. It features a large image of a chocolate ice cream sundae with raspberries. The text specifies the date and time: 'On June 23, Tuesday, From 2.00 PM to 5.00 PM, Meet at ZOOM'.



The first post on the left is for 'Hot Breads' and features a large image of two veggie burgers. The text says 'TAKE A BIG BITE!' and 'FRESHLY PREPARED VEG. BURGERS'. It includes the 'Hot Breads' logo and contact information: 'SNDP Building, Collectorate Jn. Pathanamthitta, Call +91 8281 881 183'. The second post on the right is also for 'Hot Breads' and features a large image of golden-brown triangular treats on a wooden tray. The text reads 'THE YUMMIEST TREATS IS BACK IN TOWN'. It includes the 'Hot Breads' logo and contact information: 'SNDP Building, Collectorate Jn. Pathanamthitta, Call +91 8281 881 183'.

Everything we bake..

we bake with love..



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- Computer Science & Engineering
- Electrical & Electronics Engineering
- Mechanical Engineering



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PRESENTS
FLIRT WITH DESSERTS
JAR CAKE AND SHOT GLASS
DESSERTS

ONLINE WORKSHOP
&
CLASSES

Registration
Single - ₹ 1000
Double - ₹ 1600



- White Dessert Sauce
- Trifle pudding
- Vanilla base
- Red velvet cream cheese
- Chocolate base
- Toffee Banana short glass
- Red Velvet Base
- Salty caramel walnut glass dessert
- Oreo Brownie Base
- Blueberry cheese Shots
- Caramel Sauce
- Honey cashew
- Ganache
- Jello Mello Shots
- Oreo brownie strawberry cheesecake shots
- Delight Snickers Shots
- Tiramisu Delight Shots
- Biscoff Creamy Glass Shots
- Nutella Hazelnut Glass Shot
- Key lime pie Shots
- Dulce De Leche Praline Shots

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Safety Full**





OUR STAFFS WEAR MASK EVERYTIME WHILE THEY ARE IN KITCHEN



OUR STAFFS SANITIZE/WASH HANDS FREQUENTLY



KITCHEN IS SANITIZED & CLEANED DAILY



VEGETABLES & MEAT ARE WASHED THOROUGHLY



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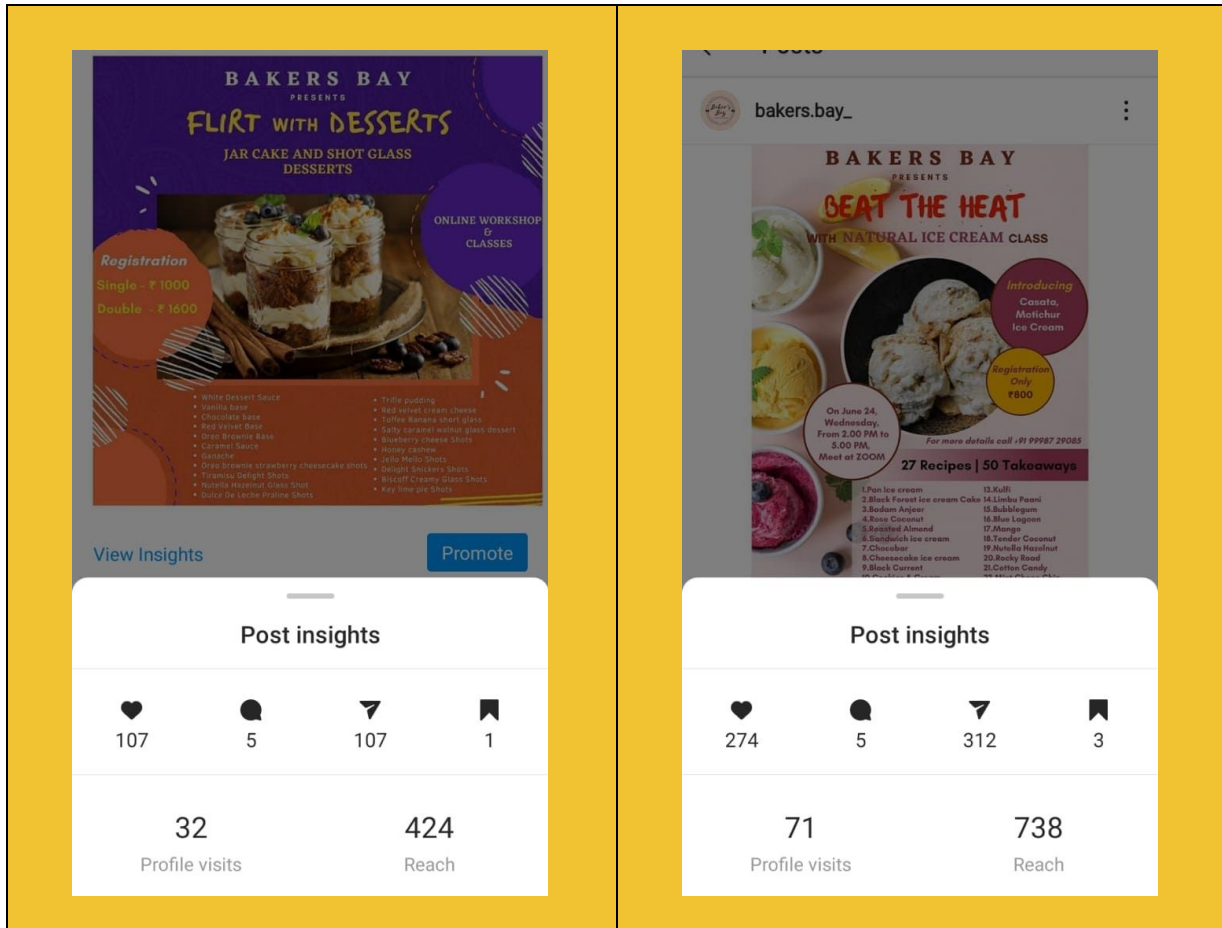
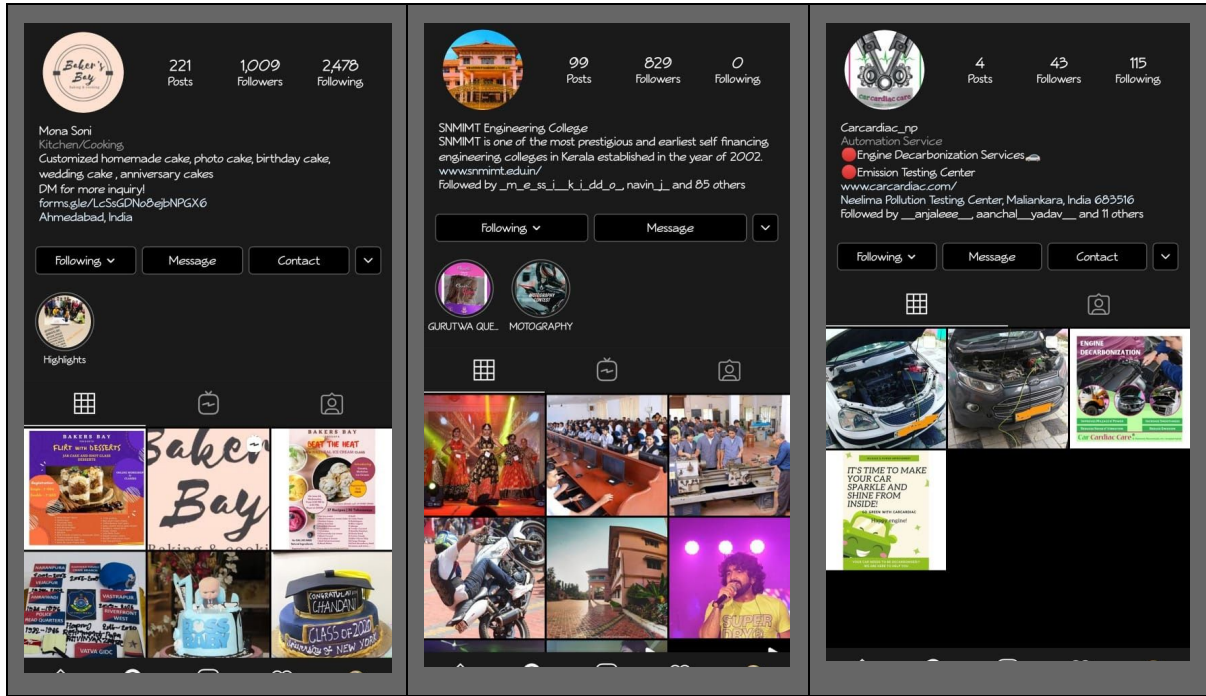


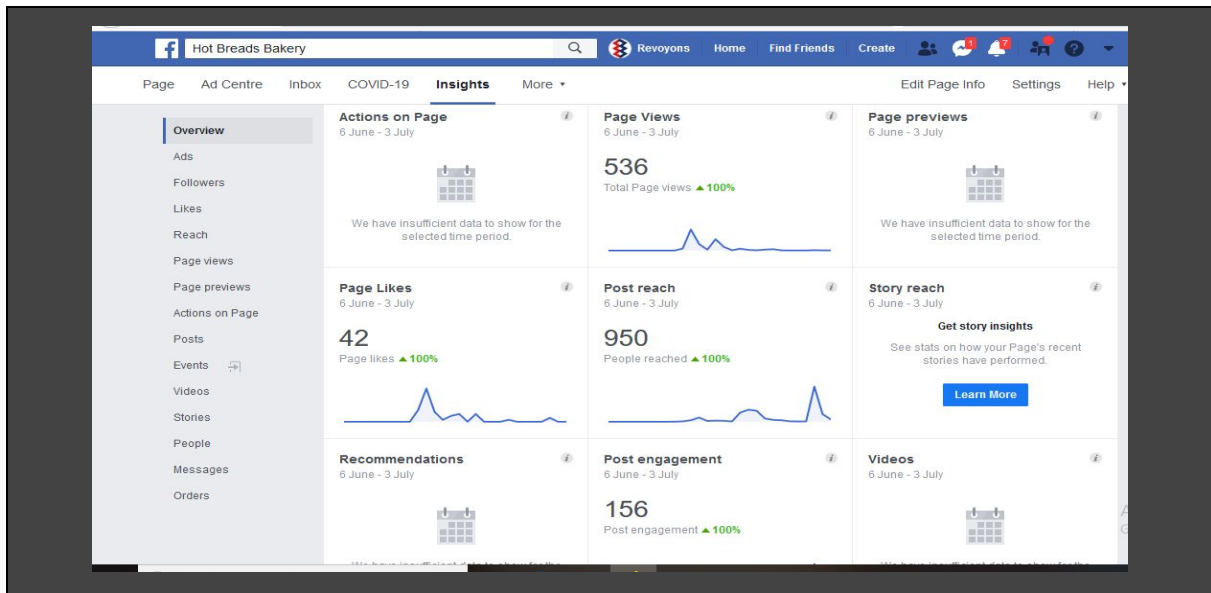
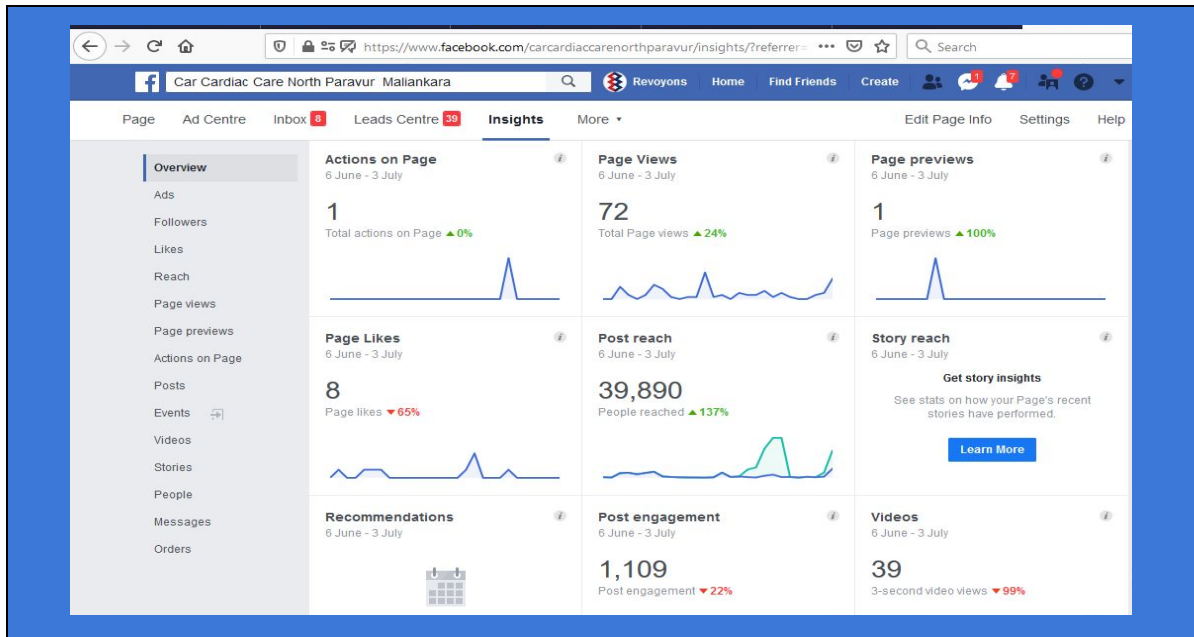
*For Details refer our Website



Google & FB Ads



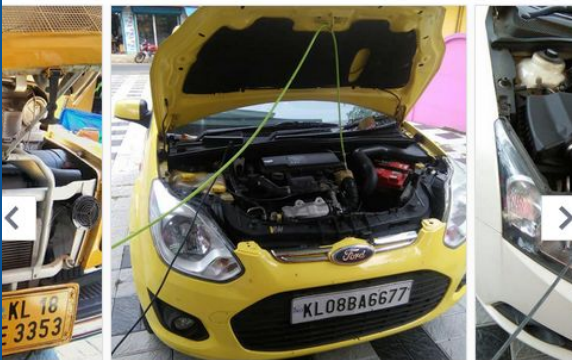




Facebook & Instagram Ads

Car Cardiac Care North Paravur Maliankara
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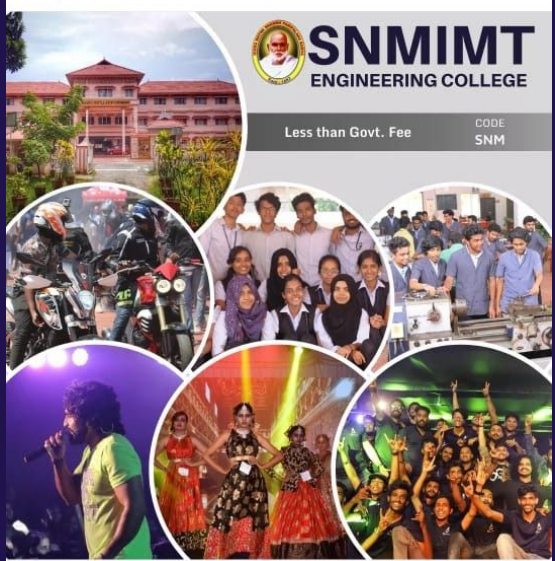
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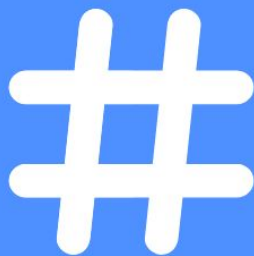
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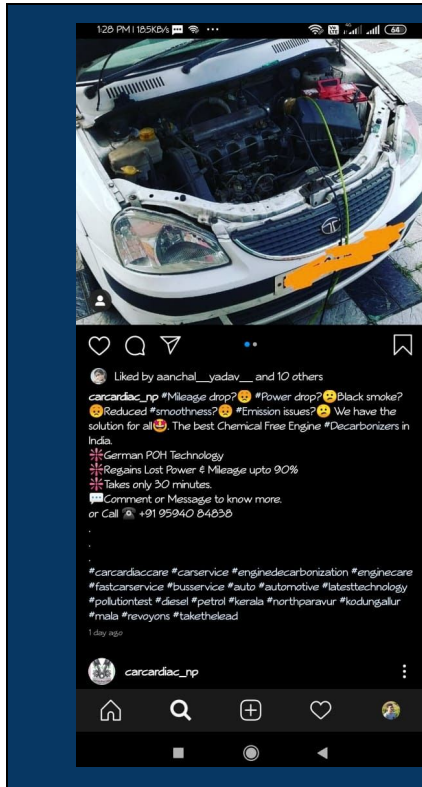
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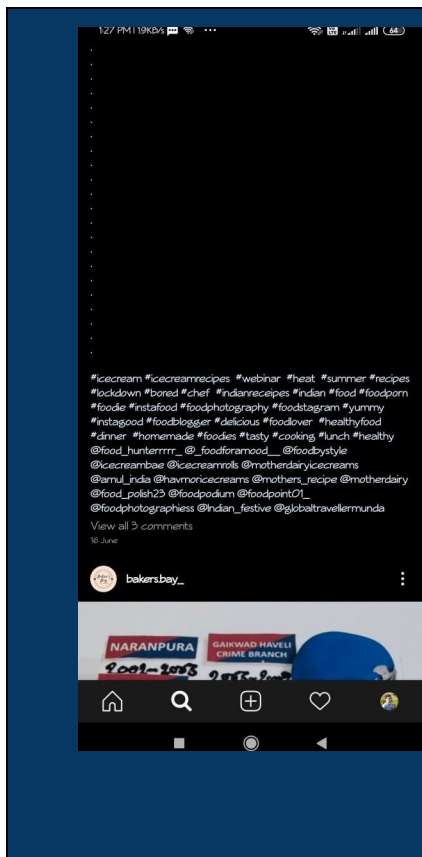


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Graphic Designs



Work Plan: Strategies to be Implemented for Social Media Growth

Step 1. Choose social media marketing goals that align with business objectives

- Set S.M.A.R.T. goals
 - Specific
 - Measurable
 - Attainable
 - Relevant
 - Time-bound
- Track meaningful metrics

Step 2. Learn everything you can about your audience

- Create audience personas

Step 3. Know your competition

- Conduct a competitive analysis
- Gather data
- Use social media listening

Step 4. Do a social media audit

- Look for impostor accounts

Step 5. Set up accounts and improve profiles

- Decide which networks to use
- Set up your profiles

Step 6. Find inspiration

- Social media success stories
- Award-winning accounts and campaigns
- Your favorite brands on social media
- Ask your followers

Step 7. Create a social media content calendar

- Set your posting schedule
- Determine the right content mix

Step 8. Evaluate and adjust your strategy

- Look at performance metrics
- Re-evaluate, test, and do it all again