



Manu Kuriakose

Digital Marketing Executive

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Qualified Marketing Executive with 5 years of experience in Digital marketing. Proven successful at marketing and working closely with clients to manage marketing projects and realize profitable outcomes. Proficient in planning, implementing and overseeing campaigns for high-value clients. Excellent verbal and written communication skills with a forward-thinking and disciplined approach.

Results-driven HR Manager offering 3 years in achieving positive human resources results in hotel industry and IT sector. Organized planner with excellent team leadership and program management abilities. Strategic leader, decision-maker and problem solver. Communicates clearly and effectively while operating with strong sense of urgency.



Skills

- HR processes
- Relationship building and employee retention
- Product forecasts
- Marketing plan development
- Digital marketing
- Personnel recruitment
- Benefits and compensation management
- Recruitment
- Multitasking abilities
- Payroll Administration



Work History

2016-07 -
Current

Marketing Executive

Malayala Manorama Private Ltd, Kochi, Kerala

- Increased brand awareness by developing technical and non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.
- Planned and executed marketing campaigns to target groups, areas and wider community.
- Worked with marketing teams to create, deploy and optimize effective campaigns for clients.
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Developed and executed multiple print and digital marketing efforts to enhance brand visibility.
- Developed digital marketing strategies by studying economic indicators, tracking changes in supply and demand, identifying customers and monitoring competition.
- Cultivated strong client relationships and extended marketing services

2014-11 - 2016-06

Payroll Associate

NGA Human Resources, Kochi, Kerala

- Conserved time and improved efficiency by completing special projects through emergency solutions.
- Calculated payroll deductions by accurately using NGA Resource Link software and processed payroll to meet preset requirements.
- Verified and submitted timekeeping information for accurate and efficient payroll processing.
- Offered payroll-related subject matter expertise to management and employees to resolve payroll discrepancies.
- Produced payroll activities documentation and reports to meet corporate guidelines and promote transparency.

2013-03 - 2014-
10

- Prepared and monitored sick leave files and served as administrator of sick leave program.

HR Manager

BTH Sarovaram, Kochi, Kerala

- Monitored and handled all employee claims, including performance-based and harassment incidents.
- Streamlined HR efficiencies, coordinated new hire orientations and provided onboarding and training for new employees.
- Led decision-making and implementation of HR policies, procedures, programs and functions.
- Recommended, initiated and finalized HR actions regarding faculty and staff position management, compensation, and employment postings, hiring proposals and new hire onboarding.
- Implemented standardized programs and policies, driving smooth operations, employee retention and engagement.
- Managed employee disputes by employing conflict resolution techniques.
- Guided leaders and employees on company policies, programs, benefits, and salary administration.
- Managed employees to reduce workflow stoppage and achieve on-time project completion.
- Enhanced team workflows and employee job satisfaction by coordinating communication between managers and employees.
- Boosted customer satisfaction ratings by resolving issues for speedy resolution.



Education

MBA: Marketing and Human Resources

Albertian Institute of Management - Kochi

GPA: 62.0

Bachelor of Commerce : Taxation

Siena College of Professional Studies - Kochi

GPA: 50.0

2012-09 - 2014-
10

2008-08 - 2011-
07



Software

- NGA Resource link
- Adobe Photoshop - Lightroom
- Wondershare filmora 9
- DxO.PhotoLab
- MS Office



Languages

- English
- Malayalam
- Tamil



Interests

- Computer Hardware assembly and repairing
- Software installations
- Photography and editing
- Videography and editing