

ANJITHA SASI

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3 years of Experience in Digital Marketing

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CONTACT

Pisharikkal House

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Chalaky, Thrissur

Pin: 680309

EDUCATION

1) BTECH - Computer

Science

Indira Gandhi Institute Of

Engineering and

Technology

2015-2018

2) Diploma in Computer

Engineering

GPTC

Kothamangalam

, 2012-2015

ABOUT ME

Creative, Innovative & Result Oriented person with a thorough understanding of digital marketing concepts. Proven ability to drive sales and increase brand awareness. Enjoy working as a team member as well as independently. Presently looking for a suitable position with an exciting & ambitious company

**HANDS ON TRAINING DONE AT
MOLECULE INSTITUTE OF TECHNOLOGY, KOCHI.**

1) TRAINEE DIGITAL MARKETER

June 2018 to November 2018

**EXPERIENCE : 2) Digital Marketing Executive @ Infopark ,
Koratty , Thrissur - November 2018 to 2020**

**3) Digital Marketing Manager @WohlPhysio, International
Physiotherapy Clinic, Kochi -December 2020 to Present**

SKILLS

Social Media Accounts Creation, All paid Campaigns Creation & Management, Certifications : -

1. Google Ads Fundamentals
2. Google Ads Display Certification
3. Google Ads Display
4. Competitor Analysis & Website Analysis
5. Familiar with WordPress & CMS Content Management System
6. E-mail marketing using Google forms & Mail chimp
7. Free classifieds listing Keywords Research & Analysis
8. Bumper ads, Discovery ads, Non skippable ads
9. Link Building Campaigns
10. Blog Postings Research and finalization of keywords for website
11. Site Map Creation
12. Create GIF Files for social media & Whatsapp promotions
13. Newsletter and
14. SMS Blast

EXPERIENCE & ONLINE MARKETING SKILLS

- Develop and manage Digital marketing campaigns.
- Tracking the conversions and improving the percentages and numbers.
- Social Media Marketing strategies to improve online presence & results.
- Managing all SEO & SMO such as Content Strategy, Link building and key word Strategy to increase rankings on all major search networks.
- Managing PPC campaigns, competitor analysis, keyword analysis for the same.

PERSONAL ATTRIBUTES

- Highly motivated, career minded, self-directed and self committed individual.
- Adaptable and good listener.
- Responsible in duties, leadership skills.
- Ability to rapidly build relationship and set up trust.
- Willingness to learn and hardworking.

EXTRA CURRICULAR

- N.S.S
- Volunteer in College
- Year captain & co-ordinator of ARTS 2K18 in Indira Gandhi Institute of Engineering and Technology (IIET KOTHAMANGALAM)
A grade winner of state Interpoly arts festival of 2k15

PERSONAL PROFILE

NAME	: Anjitha Sasi
DATE OF BIRTH	: 13/07/1995
MARITAL STATUS	: Married
AGE	: 25
FATHER'S NAME	: Sasi KS
MOTHER'S NAME	: Valsa Sasi
LANGUAGES KNOWN	: English, Malayalam
NATIONALITY	: Indian
PERMANENT ADDRESS	: Kizhakkeparambil(H) Pallarimangalam p.o Kothamangalam Ernakulam