



MERLIN JIPNA JAMES

SUMMARY

I completed M.com Finance and Taxation from Mahatma Gandhi University, Kottayam. I'm a B.com Computer Applications Graduate looking for an organization that can provide a great start to my career.

EDUCATION

Mar Gregorios Abdul Jaleel Arts and Science College, North paravoor 2020-2022

M.com Finance and Taxation

St. Paul's College, Kalamassery 2017-2020

B.com Computer Applications-71.8%

St. Teresa's CGHSS, Ernakulam 2015-2017

Plus Two- Commerce- 87%

St. Thomas GHS, Perumanoor 2014-2015

SSLC-81%

ACADEMIC PROJECT

Mar Gregorios Abdul Jaleel Arts and Science College, North Paravoor. Master of Commerce, 2022


Title: "A study on effectiveness of YouTube as a marketing tool in north paravoor."


The project focused on analysing the effect of YouTube ads on its viewers, credibility of YouTube marketing and the customer buying behaviour with respect to YouTube ads. It highlights the importance of YouTube for the purpose of marketing company's products or services.


REFERENCE

Available on request

CONTACT

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 Ernakulam, Kerala, India

SKILLS

- Team Work
- Learning
- Observation
- Ability to adapt

LANGUAGE

- Malayalam
- English

PERSONAL DETAILS

Date of birth : 29-05-1999

Gender : Female

Marital status : Single