


TESIN SEBASTIAN

CONTENT MARKETER

CONTACT ME AT

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PERSONAL COMPETENCIES

- Strategic Marketing
- Content Management
- Category Management
- Communication Skill
- Interpersonal Skill
- Business Development
- Training
- Time Management
- Community Management
- Leadership
- Creative Problem Solving
- Team Handling Skills
- Customer Handling
- Presentation Skills

KEY SKILLS

- Search Engine Optimisation (SEO)
- Google Ads, Google Analytics
- Social Media Marketing
- App Marketing
- Google Workspace (Google sheets, Google docs, Google slides, Google drive, Google meet, Google forms, Google calendar)
- Microsoft Office suite (Word, Excel, PowerPoint, Teams)
- Google Input Tools
- Translation
- Proof Reading
- Canva, WPS, YouCut Editing

ACHIEVEMENTS

-  Community Building For Unacademy, Byjus Exam Prep - Social Media Channels
-  Cleared Several State PSC Examinations
-  Person In Charge Of Youth Movements
-  Member of Rotaract Cub

PERSONAL PROFILE

I am a Content Marketer with holistic knowledge in Content Management and Category Management. I am also experienced in Marketing ,Operations and Training.

WORK EXPERIENCE

Content Associate

Gradestack Learning Pvt.Ltd - Byju's Exam Prep |
Dec 2021 - present

- Content Management, Category Management, Creation, Course designing, Planning and Campaign Management.
- Content Operations
- Educator Selection, Analysis and Feedback.
- Coordinating the freelancing team.
- Quality Assurance and Checking.
- Translation works.
- Competitor Analysis
- Provide Relevant Recommendations for the growth of Category.
- Social Media Marketing, Create & Coordinate Daily , Weekly, Monthly Championship Quizes, Posts & Videos for Learner App, Telegram, YouTube
- Providing updates on daily notifications by state bodies and planning YouTube events, Live course and classes based on the information.

Subject Matter Expert - Content Creation

Sorting Hat Technologies Pvt Ltd - Unacademy Learning App |
Sept 2020 - Dec 2021

- Content Management, Category Management, Creation, Course designing , planning and Campaign Management
- Assisted in the creation of content strategies & content marketing calendars.
- Conduct day-to-day Content creation, Course designing and planning
- Educator Analysis and Feedback
- Competitor Analysis
- Social Media Marketing , Create Daily , Weekly, Monthly Championship Quizes, Posts & Videos for Facebook, Telegram, YouTube.
- Providing updates on daily notifications by state bodies and planning YouTube events, live course and classes based on the information.

Domain Trainer - Retail & Team Leader

ICA EDU SKILLS PVT LTD | Jul 2018 - Nov 2021

- DDUGKY Project Trainer in Retail Sales Associate and Team Leader
- Mobilization & Operations
- Tracking & Placement support

CERTIFICATIONS & TECHNICAL QUALIFICATIONS

- The Complete Digital Marketing Course By Udemy
- The Fundamentals Of Digital Marketing Certificate Course By Google
- NSDC Skill India Certified Trainer for Retail Sales Associate and Team Leader By RASCI
- TOT Certified Trainer
- 3 Year Diploma Course in Junior Correspondent from ASAP skill course of GOVT OF KERALA by Kerala Press Academy
- Microsoft Excel , Google Analytics Skill Assessment Badge by LinkedIn

EXTRA CURRICULAR ACTIVITIES

- Playing Batminton, Listening Music, Singing, Surfing, Vlogging
- Reading News Paper and News Bulletins, Drawing
- Playing Basket Ball , Watching Advertisements, Cooking , Pet care

PROJECTS UNDERTAKEN

- MBA project on "A Study on the impact of promotional activities at KEL Kochi " in the academic year 2015- 2017 a sample size of 40 were chosen among the consumers of KEL and found that majority of them are not satisfied with the promotional policies followed by KEL and better promotional programmes are to be launched by KEL
- B.COM project on "A Study on satisfaction of DBTL customers" in the academic year 2012- 2015. The data collected was from 30 respondents residing at kannankulangara , Tripunithura. At that time consumers are not aware of the scheme and program couldn't reach consumers correctly. Majority of them are not satisfied with the scheme

REFERENCES

1. Visakh Mohan - Manager(Content-State PCS Regional), +91-7907556782 ,visakhmohan@gmail.com
2. Anil Kumar Pandey - Sr.Manager(Content-State PCS Regional) ,+91 - 9810950652, anil.pandey@gradeup.co
3. Anjana Dukhiya - Sr.Manager (Category-State PCS Regional),+91-7708358885, anjanadukhiya8990@gmail.com

Marketing Executive

Malayalam Communications Ltd - Kairali Tv | Sep 2017 - Mar 2018

- Time Sales
- Marketing & Client Servicing
- Advertisement Scheduling & Lead Collection

EDUCATIONAL HISTORY

KVM CE & IT - Cherthala

CUSAT - Kalamaserry

MBA - Marketing & Finance | June 2015 - May 2017

- Percentage of Marks Obtained - 76%

Government College - Tripunithura

MG University - Kottayam

B.Com - Finance & Taxation | June 2012 - May 2015

- Percentage of Marks Obtained - 74%

SNDP HSS - Udayamperoor

Higher Secondary Education Board - Kerala

Plus Two - Commerce - Computer Applications | June 2010 - May 2012

- Percentage of Marks Obtained - 89%

SNDP HSS - Udayamperoor

Board Of Public Examinations - Kerala

SSLC | May - 2010

- Percentage of Marks Obtained - 76%

Kerala Press Academy - ASAP

Government Of Kerala

Certificate Course In Junior Correspondent | May - 2014

- Percentage of Marks Obtained - 70%

PERSONAL INFORMATION

- Date of Birth: 17/04/1994
- Languages Known: Malayalam, English, Hindi and Tamil
- Nationality: Indian
- Place: Ernakulam, Kerala
- Pin - 682307

CAREER OBJECTIVE

To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills.

Tesin Sebastian