



AKSHAI.V.S

Mobile Number: +91-8137023755

Email Id : akshai.v.s.official@gmail.com

Carrier Objective

Excel in the field of Digital Marketing and become an effective team player. Also, to contribute my best towards the company that can help me grow further.

Professional Experience

Digital Marketing Head

Company: kamaalcanvas - Kochi,Kerala | Feb 2023 – Present

- Analyzing competitors brands & creation of monthly social media optimization calendar
- Lead the Digital team
- Planning, Creating & Optimization branding campaigns mostly Facebook & Google
- On-Page & off-page, content marketing, and increased organic site traffic for various clients websites
- Manage the Social Media, and SEO strategy of the business. Set up campaigns and build community through existing and new social media channels.
- Performed strategic SEO optimization needs analysis to drive instructional development initiatives.
- Monitor engagement and web traffic metrics
- Generating quality lead Facebook, Instagram & Google

Sr. Digital Marketing Executive

Company: Data Labeler - New jersey | Jan 2022 – Feb 2023

- Lead the Digital team across strategy, growth, performance, and execution.
- Managing CRM
- Manage Email Campaigns
- Link building, content marketing, and increased organic site traffic
- Manage the Social Media, and SEO strategy of the business. Set up campaigns and build community through existing and new social media channels.
- Performed strategic SEO optimization needs analysis to drive instructional development initiatives.
- Produced, evaluated, and improved hyper-relevant online PPC campaign via Google Adwords to best achieve specific target audience
- Organized, created, and implemented Google Ads campaigns through industry research and product knowledge.

Digital Marketing Executive

Company: BEEHIVES DIGITAL THOUGHTS - Kochi, Kerala | Jan 2021 - Dec 2021

- Successfully spearheaded campaigns on social media platforms including Facebook and Instagram. Collaborated with other designers Assisted the marketing team in developing and implementing socialmedia strategies.
- Researched keywords relevant to the marketing efforts of clients.
- Created weekly reports of client and competitor social activities.
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- Launch optimized online campaigns through Google Adwords, Facebook, instagram etc. Measure performance of digital marketing efforts using Ad platform reporting and Google Analytics.
- Analyzed data to identify trends, generate reports, and adjust campaigns as necessary to produce the most optimal.
- Evaluated client websites for mobile performance and optimal search engine rankings.
- Create new and innovative ways to launch the products across categories in alignment with the brand and business goals

SEO Analyst Cum Smm

Company: Infinity Hotel Supplies - UAE Feb 2020 - Jan 2021

- Work with the Digital team across strategy, growth, performance, and execution.
- Position the most engaging brand across social channels Be actively involved in SEO efforts (keyword, image optimization, Etc.)
- On social media channels, forums, blogs, and articles as appropriate.
- Done link building, content marketing and increased organic site traffic and generated enquiries.
- Created weekly reports of client and competitor social activities
- Launch optimized online campaigns through Google Adwords, Facebook, instagram etc.

Academic Qualification

- Advanced Diploma in DIGITAL MARKETING in AVIV DIGITAL Kochi.
- B.COM (sangai international university) in the year 2019
- 12 th Commerce - Bharath Vidya Mandir Valapad (CBSE)
- 10 th - Bharath Vidya Mandir Valapad (CBSE)

Certifications

- ☐ Google Ads Search
- ☐ Google Analytics
- ☐ Hubspot
- ☐ Semrush
- ☐ Facebook

Professional Skills

<ul style="list-style-type: none">• • SEO (On Page & Off Page)	<ul style="list-style-type: none">• • Email Marketing
<ul style="list-style-type: none">• • Google Ads / PPC	<ul style="list-style-type: none">• • HTML Knowledge
<ul style="list-style-type: none">• • Social Media Optimization	<ul style="list-style-type: none">• • WordPress Knowledge
<ul style="list-style-type: none">• • Social Media Marketing	<ul style="list-style-type: none">• • Google My Business
<ul style="list-style-type: none">• • Lead Generation	<ul style="list-style-type: none">• • Google Analytics
<ul style="list-style-type: none">• • Keyword Planning	<ul style="list-style-type: none">• • Google Search Console
<ul style="list-style-type: none">• • Link Building	<ul style="list-style-type: none">• • Strategy Building
<ul style="list-style-type: none">• • Content Writing	<ul style="list-style-type: none">• • Online Reputation Management

Passion and Interests

- Traveling, Listening to Music, Social Activities, Football.

Personal Details

- Fathers Name : Santhosh .V.A
- Date of Birth : 18-05-1998
- Gender : Male
- Nationality : Indian
- Marital Status : Single

Languages

- English/Malayalam

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