

AKSHAY M

DIGITAL MARKETING EXECUTIVE

CONTACT

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PROFESSIONAL SUMMARY

Motivated digital marketing fresher with a strong foundation in digital tools and marketing concepts. Knowledgeable in SEO, SMM, Web design & development, and SEM. Strong creative and analytical skills, ready to use insights from data. I am prepared to bring new insights and creative ideas to a dynamic marketing team.

EDUCATION

Digital Marketing

Opentutor Digital Academy,
Kannur
April - 2024

Bachelor of Commerce in finance

Kannur University
2019-2022

SKILLS

- Web Designing & Development (WordPress)
- Social Media Management (SMM)
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Snapchat Ads
- LinkedIn Ads
- Email Marketing

LANGUAGE

English
Malayalam
Hindi

WORK EXPERIENCE

Digital Marketing Intern

Opentutor Digital Academy Kannur (August - 2024)

- Assisted in the execution of paid advertising campaigns including keyword research, ad creation, and performance tracking.
- Conducted competitive analysis to identify industry trends and opportunities for the company's digital marketing strategy.
- Assisted in the creation of engaging social media content and monitored social media channels for the audience engagement.

CERTIFICATION

- 3 Months of Digital Marketing Training
- Certificate Semrush Academy
- Fundamentals of Digital Marketing
- Google Analytics
- Advanced Google Analytics
- Hubspot Content Marketing
- Hubspot Social Media Marketing
- Google Ads Search
- Google Ads Video

ACHIEVEMENTS

- Awarded as **Best Student** in Batch 22 from Opentutor Digital Academy
- Ranked **First** In Google SERP
- Won SEO '**Topspot award**' from Opentutor Digital Academy

PROJECT EXPERIENCES

OF DIGITAL MARKETING

SEARCH ENGINE OPTIMISATION (SEO)

- Keyword Research done for AMSTER Movers, UAE
- Site Audit AMSTER Movers
- Sitemap Submission
- Blog Post
- On-page activities
- Off-page activities

SOCIAL MEDIA MARKETING (SMM)

- Running ads Perfectly and handling social media accounts
- Ad run for Opentutor Digital Academy
- Ad run for Design School by Opentutor
- Ad run for Fenix Advertising
- Ad run for Tansom Solutions

SEARCH ENGINE MARKETING (SEM)

- Google Ads
- Keyword Research done for Opentutor-Digital Academy
- Ad run for Opentutor Digital Academy

E-COMMERCE WEBSITE

- Created an ecommerce website model www.ecom.akshayramesh.in

WEB DESIGNING PROJECTS

- Apple (demo) - <https://akshayramesh.in/apple/>
- Homezen (demo) - <https://akshayramesh.in/homezen/>
- Mumbai (demo) - <https://akshayramesh.in/mumbai/>
- Lawfirm (demo) - <https://akshayramesh.in/lawfirm/>
- Oxted (demo) - <https://akshayramesh.in/oxted/>