

PROFILE

Result Oriented and Solution focussed profession with over 7 years of experience in Social Media Marketing, Creative Marketing, Content Marketing, Customer Engagement, Branding, Community Building Strategies and having a proven record of driving revenue gains and brand awareness.

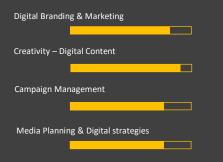
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EXPERTISE



EDUCATION

B.E in Computer Science Engineering, Kavery Engineering College, Salem under Anna University, Chennai

Post-Graduation Diploma in Multimedia and Animation from Info prism, Thrissur, Kerala

WORK EXPERIENCE

Manager – Creative and Digital

Enlink Services, Kowdiar, Trivandrum November 2019 – Present

- Handling production of creative outputs for official and unofficial campaigns.
- Helped to create strategies for personal branding and worked on a social engineering concept
- Worked to develop a group network architecture for the community development and propaganda circulation
- Part of a team for both digital and traditional Media management

Sr. Digital and Social Media Executive

Toonz Animation Pvt limited, Technopark, Trivandrum August 2016 – October 2019 (3 years and 2 months)

- Worked as a video marketing expert, created and managed Multi channel network on YouTube in different international languages which has millions of subscribers.
- Helped to push and market the content to various digital platforms including OTT's.
- Research for creating original Kids content for various digital platforms

Social Media Coordinator

Cell Technologies, Technopark, Trivandrum September 2013 – July 2016 (3 Years and 3 Months) Work Place – KPCC Office Indirabhavan, Vellayambalam Trivandrum

- Coordinated the seminars and trained volunteers and employees for the sensible use of social media
- Coordination of social media campaigns and analysed the emerging trends and effects of social issues in digital space.
- Managing of social media accounts and personnel branding for many politicians
- Media planning and part of strategy team
- Managed an Ecommerce portal of an edutainment brand.