



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.

Nisanth M Sasidharan

CONTACT



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EXPERTISE

Digital Branding & Marketing



Creativity – Digital Content



Campaign Management



Media Planning & Digital strategies



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.