



# KARTHIK P

## Digital Marketer

Experienced Office Management and Administration Professional experienced optimizing productivity, efficiency and service quality across various environments. Highly dependable, ethical and reliable support specialist and leader that blends advanced organizational technical and business acumen, Works effectively with cross-functional teams in ensuring operational and service excellence.

## Contact

8078299124

plkarthikofficial@gmail.com

Alappuzha India

## Education

### Bachelor in Business Administration

University Institute of Technology, Charamang  
2019 - 2022

### Digital Marketer

AVODHA  
2022 - 3month

### Class XI & XII: Humanities

Leo XIII Higher Secondary SCHOOL  
2017 - 2019

### Class X

Government Higher Secondary School Kalavoor

## Experience

### Digital Marketer

MAPID Training and services pvt.ltd. 2022 - 3 month Internship

Working as a digital Marketer in Mapid study abroad consultancy, during the period of 2022 as a part of internship (3months). Performing as a social media promotions and lead generations.

### Digital Marketer

ZESDRO TECHNOLOGIES PVT.LTD. 2023 - 1 year

- Tracked and capitalized on emerging industry trends to boost campaign performance.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media
- Analyzed competitor pages to locate backlink and keyword opportunities.
- Utilized techniques such as cold calling, networking and prospecting to develop new leads.
- Monitored trends in digital marketing landscape and adjusted strategies accordingly.
- Updated reports, managed accounts, and generated reports for company database.

## Skills

Leads generations  
Communication  
Poster design  
content writing  
Social media managing  
Meta ads  
Whatsapp marketing

## Language

English  
Malayalam