

ADHITHYA M

DIGITAL MARKETER

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Profile

Motivated and creative Digital Marketer with a fresh perspective on building online engagement and brand awareness. With a strong foundation in SEO, social media strategy, and content marketing, data analysis, I am ready to apply my knowledge and creativity to help brands achieve their marketing goals in a dynamic, fast-paced environment.

Education

- M.sc Data Science**
Masters Degree in Data Science
St. Joseph's College (Autonomous)
2023- Present
- Digital Marketing**
Digital Toppers
Completed in 2022
- B.sc Statistics**
Bachelor Degree in Statistics
St. Joseph's College (Autonomous)
Completed in 2022

Experience

Intern Digital Marketer May -- 2024 NRG Phoenix

Gained hands-on experience managing international client projects, executing digital marketing strategies, and conducting social media analysis. Developed and optimized content for global audiences, aligned with client objectives. Collaborated with teams to improve campaign performance and supported market research efforts to enhance targeted marketing initiatives

Affiliate Marketer 2022 -- 2023 Freelance

As a freelance affiliate marketer, I have successfully generated over 2500 leads and worked with numerous brands to enhance their online presence and drive business growth.

Skills

- Email Marketing
- Content Marketing
- SEO and SEM
- Media Buying/Traffic Acquisition
- Data Analysis and Visualization
- Lead Generation
- Website/Landing Page Maintenance

Certification

- HubSpot Social Media Marketing
- HubSpot Inbound Marketing
- HubSpot Digital Marketing
- AI in Digital Marketing
- Data Visualization With Power BI
- Navigating On-Page and Technical SEO
- Mastering YouTube Search Trends and SEO Strategies
- Best of SEO, Digital Marketing, Ads and Social Media

Tools Known

- Google and Facebook Ads
- SEMrush
- Ubber Suggest
- Wordpress
- Power BI
- Many AI Tools

Projects

- 100xgems.site
- web3learners.site
- Spotify Dashboard using Powerbi
- Zepto Ecommerce Dashboard using Powerbi