

AKHIL JOSE

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DIGITAL MARKETING EXECUTIVE

An energetic and highly focused professional with a Masters Degree in Digital Marketing & a Bachelors Degree in Engineering specializing in Computer Science and excellent educational credentials. Capable of developing websites using WordPress, marketing campaigns through Social Media Marketing, Search Engine Optimization, Search Engine Marketing, and Affiliate Marketing primarily. Highly skilled in the creation of content and the distinct online presence of the company and developing strategies to increase the number of visitors to the company website. Strong communication skills and the ability to build relationships and manage competing demands result in the achievement of challenging goals.

STRENGTHS AND EXPERTISE

- Search Engine Optimization
- Social Media Management
- Keyword Research Using Premium Tools
- Facebook Ads & Google Ads
- Brand Awareness
- Website Development in WordPress
- Client Relationship Management
- Team Leadership
- Communication
- Content Creation
- Google Analytics
- Analytical Thinking

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist & Brand Management Analyst
(Freelance Works Only)

January 2023 - Present

- Successfully led and executed cross-channel marketing campaigns, including SEO, PPC, email marketing, and social media advertising, which generated, and exceeded ROI targets.
- Collaborated effectively with cross-functional teams of freelancers, including design, content, and IT departments, to ensure seamless implementation of marketing strategies and campaigns.
- Conducted in-depth competitor analysis to identify market trends and opportunities, leading to the development of innovative marketing strategies that outperformed competitors.
- Formulated and executed content strategies that aligned with brand objectives, producing engaging and shareable content that contributed to growth in organic social media reach and engagement.
- Leveraged data analytics tools to extract actionable insights, enabling data-driven decision-making and optimizations, resulting increase in website traffic and conversion rates.

Digital Marketing Executive & Content Strategist
eCOM PARTNER LTD, Manchester, UK

May 2022 - December 2022

- Conduct keyword research and create content for both website and social media
- Creating and managing paid advertising campaigns, such as Google Ad Words or Facebook Ads.
- Regular checking, updation, and maintenance of the website.
- Collaborating with other departments like Sales and Product, to ensure digital marketing campaigns support their objectives.
- Staying up-to-date with the latest digital marketing trends and technologies.
- Conducting audience research to understand what type of content will resonate with them.
- Conduct keyword research and writing and editing content, such as blog posts, articles, social media posts, and email campaigns.
- Working with designers and other creatives to produce visual content like infographics and videos.
- Analyzing and reporting on the performance of content and adjusting the strategy as needed.

Digital Marketing Executive**June 2020 to Jul 2021****FunnelStack Lab, India**

- Identified and evaluated client websites for mobile performance and optimal search engine rankings
- Developed and launched multiple campaigns for Facebook advertisements that resulted in brand promotion
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Regular monitoring of clients' websites and updating contents
- Assist in the development and execution of communication/content strategies via social communities in coordination with SEO goals.
- Implement link-building in coordination with client SEO goals
- Perform on-page and off-page SEO activities on regular basis.

SEO Analyst**September 2019 to March 2020****CodeAce IT Solutions LLP, India**

- Research and analyze relevant keywords to identify the most effective keywords for driving traffic to the website. This includes analyzing search volumes and competition to create a list of targeted keywords.
- Optimizing website content, including titles, meta descriptions, and header tags, to improve search engine rankings for targeted keywords. This includes ensuring that the content is high-quality, relevant, and up-to-date.
- Develop and execute strategies for building high-quality backlinks to the website from other relevant websites. This includes conducting outreach and creating high-quality content that can attract backlinks.
- Monitoring website traffic and search engine rankings regularly using tools like Google Analytics and Google Search Console and analyzing the data to identify trends, opportunities, and potential issues, and make recommendations for improvement to ensure that the website remains optimized for search engines.

Digital Marketing Executive**May 2018 to July 2019****Inselberg Hospitality Pvt. Ltd, India**

- Creating campaigns that target the right audience, using the appropriate channels and messaging, and measuring the success of the campaigns.
- Conducting market research to identify trends and opportunities, and to ensure that the company is up-to-date with the latest digital marketing techniques and technologies. Which includes analyzing data from various sources, including social media, web analytics, and industry reports.
- Managing social media accounts and campaigns, including creating content, posting updates, and engaging with the audience. Includes selecting the appropriate platforms based on the target audience and creating a content strategy for each platform.
- Analyzing the performance of digital marketing campaigns, including measuring the success of the campaign against the original goals. Including using tools like Google Analytics to track website traffic and conversion rates. The results should be reported to the relevant stakeholders and used to adjust future campaigns.

EDUCATION**University of Salford , Manchester, The United Kingdom**

Master of Science in Digital Marketing

PPG Institute of Technology

Bachelor of Engineering in Computer Science & Engineering

References are available on request.