



PRAJEESH MOHANAN K

DIGITAL MARKETING SPECIALIST

ABOUT ME

I am a **Digital marketing specialist with 6 Month Experience** and, Digital marketing is a very challenging field and I have been able to achieve good results through continuous practice. I would like to fully utilize my knowledge and skills, while making a significant contribution to the success of the company. By the way of continuous marketing techniques through Seo, Email Marketing, social Media Marketing, etc. brings the company a positive impact.

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TOOLS

- SEMRush & Ahref
- Google keyword planner
- Google Analytics
- Google Tag Manager
- Facebook Business
- Wordpress

SOFTWARE SKILLS



WORK EXPERIENCE

JUNIOR DIGITAL MARKETING SPECIALIST
TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

OVERVIEW

Working as a Junior Digital Marketer in Technorays Digital Media a Dubai-based Digital Marketing Agency in Ernakulam which provides various digital services to B2B and B2C clients all over Dubai. Optimized and ranked different websites for clients and made site audits for the same.

WHAT I DO

- Created site audit reports, monthly ranking, and conversion reports.
- Selected and planned keywords that got more traffic.
- Integrated analytics and google tag manager for getting more and accurate information.
- Audited and cleared site errors using site audit tools and manual auditing techniques.
- Coordinated with senior staff, web developers, and designers to make the site more and attractive and to reduce bounce rates.
- Created social media accounts and implemented various social media techniques.
- Edited and written site contents and blogs that are SEO friendly and more user-readable.

SKILLS & EXPERTISE

Digital Marketing

Search Engine Marketing (SEM): Google Ads Campaign
Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.
Social Media Marketing (SMM): All Paid Promotions - Facebook & Instagram Lead Generation etc
Web Analytics | Email Marketing | Content Marketing | Blog etc

Web Designing & Graphic Design

Web Page Designing | HTML5, CSS3
Bootstrap | Web Hosting | Domain Registration
Webmail | Outlook Configuration | Poster Design | Wordpress

PERSONAL SKILLS

- ☑ Self Motivated
- ☑ Teamwork
- ☑ Strong written and verbal communication
- ☑ Able to see the big picture
- ☑ Strong organization
- ☑ Language expertise

PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 16th oct 1994
Marital Status : Single
Interest : Travelling, Photo graphy
Hobbies : social activities

LANGUAGES KNOWN

- ✓ ENGLISH
- ✓ MALAYALAM
- ✓ TAMIL

EDUCATIONAL QUALIFICATIONS

YEAR 2010

SSLC

Government Higher Secondary School, Kadambur

YEAR 2011-2012

HIGHER SECONDARY

Government Higher Secondary School, Munnurcode

YEAR 2023

TECHNICAL QUALIFICATIONS

ADVANCED DIGITAL MARKETING TRAINING

METAHASH DIGITAL MEDIA LLP, KALOOR, KOCHI

DECLARATION

I **Name**, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place:.....

Date:

Name