



VIVEK P V

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SUMMARY

Motivated Digital Marketing Specialist with 3 years of experience in creating and executing data-driven marketing campaigns. Proficient in SEO, SEM, social media management, content creation, and analytics tools to drive online visibility and lead generation. Skilled at optimizing marketing strategies to boost engagement and ROI. Seeking to leverage proven expertise to deliver measurable business outcomes in a dynamic environment.

WORK EXPERIENCE

Freelance Digital Marketing Specialist

2023 - Present

- **Managed Diverse Projects:** Successfully handled multiple freelance projects, including social media marketing, SEO optimization, and email campaigns for clients across various industries, ensuring consistent client satisfaction and retention.
- **Results-Driven Strategies:** Delivered measurable results by improving website traffic by 30% and increasing social media engagement by 50% through tailored digital marketing strategies.
- **Adaptable & Self-Motivated:** Independently managed project timelines, budgets, and deliverables to efficiently meet client objectives.
- **Website Development:** Developed and launched a responsive, SEO-optimized WordPress website for Moon Rochers (UAE), including custom theme development and e-commerce integration to enhance user engagement and conversions

Digital Marketing Specialist, Jazzo Health care LLP

2023 - 2023

- Monitored and optimized website performance, ensuring seamless functionality, improved user experience, and a 25% increase in site traffic through regular updates and SEO strategies.
- Developed and executed engaging social media strategies across platforms, resulting in a 40% growth in followers and enhanced brand awareness.

Digital Marketing Excutive, [Learnbay](#)

2021 - 2022

- Designed and implemented strategic campaigns using tools like Google Ads, LinkedIn, and email marketing to identify and acquire high-quality leads, resulting in a 30% increase in conversion rates.
- Leveraged CRM systems and analytics platforms to track, analyze, and refine lead generation processes, ensuring consistent pipeline growth and achieving monthly lead acquisition targets.

EDUCATION

Diploma in Digital Marketing

Skill Mount Academy

- Completed a UAE-based digital marketing course, gaining expertise in SEO, SEM, social media, analytics, and practical industry skills.

Bachelor of Economics

Pondicherry University

ADDITIONAL INFORMATION

- **Technical Skills:** SEO, SEM, SMM, Google Analytics, Google Ads, WordPress, Mailchimp, Canva, CRM, HubSpot, TIKTOK Ads, SnapChat Ads, LinkedIn Ads, Amazon affiliate Marketing, Noon affiliate Marketing .
- **Languages:** English, Malayalam, Tamil, Hindi.
- **Certifications:** Google Ads, Analytics, Meta, HubSpot, SEO, LinkedIn.
- **Awards/Activities:** Speaker at Digital Marketing Conferences