



SANOOD P.N

DIGITAL MARKETING EXECUTIVE



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Dubai.UAE

EDUCATION

- **DIPLOMA IN ENGINEERING**
2010-2013, Gptc ,cherthala
- **HIGHER SECONDARY CERTIFICATE**
2008 - 2010, Snhss Poochakkal
- **SSLC**
2008, Snhss Poochakkal

SKILLS

- Digital Marketing
- Social Media Management
- SEO & SEM
- Google Ads
- Content Creation
- Email Marketing
- Analytics & Reporting
- Campaign Management
- Branding
- Marketing Strategy
- Keyword Research
- Canva & Creative Tools
- Trend Analysis

SOFT SKILLS

- Team Collaboration
- Time Management

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Visual Studio Code
- Wordpress
- Microsoft Office

PROFILE SUMMARY

Passionate and driven Digital Marketing Executive with hands-on experience in managing campaigns, gathering insights, and staying updated with the latest marketing trends. Skilled in creating strategies that boost brand visibility and engagement. Known for being adaptable, detail-oriented, and committed to continuous learning. Enjoy taking on new challenges and consistently delivering meaningful results in a fast-paced environment.

WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE

2024 - 2025

METAHASH DIGITAL MEDIA LLP , KALOOR, KOCHI

- Planned and executed data-driven digital marketing campaigns to maximize brand reach and ROI.
- Spearheaded social media strategy and content marketing, resulting in significant audience engagement growth.
- Monitored SEO/SEM performance using analytics tools to enhance visibility and keyword ranking.
- Managed Google Ads and Meta Ads campaigns with precision targeting and budget optimization.
- Developed performance reports with actionable insights for management review.
- Collaborated with creative and technical teams to deliver cohesive marketing solutions.

DIGITAL MARKETING EXECUTIVE

2023 - 2024

EURO WAY IMMIGRATION SERVICES PRIVATE LIMITED,KALOOR, KOCHI

- Strategized lead generation campaigns focused on immigration and overseas consultancy services.
- Enhanced website performance through continuous SEO updates and UX improvements.
- Designed and executed email marketing campaigns with high open and conversion rates.
- Managed and optimized PPC campaigns across Google and social media platforms.
- Analyzed competitor digital strategies to identify opportunities for growth.
- Maintained CRM systems to streamline lead nurturing and conversion processes.

LANGUAGES

- Malayalam
- English
- Hindi

PERSONAL DETAILS

- Nationality : Indian
- Date Of Birth : 12/12/1992
- Marital Status : Married

MARKETING EXECUTIVE

2015 – 2022

CRODA ITALIYA INDUSTRIES, ALUVA, KOCHI

- Promoted industrial product lines through targeted B2B marketing and client relationship management.
- Conducted detailed market research and product analysis to support sales initiatives.
- Coordinated with cross-functional teams to deliver customized marketing collateral.
- Managed vendor relationships and ensured timely execution of promotional events.
- Developed regional marketing strategies aligned with corporate goals.
- Achieved consistent sales growth through proactive customer engagement and field marketing.

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