



ALBY ISSAC

DIGITAL MARKETING SPECIALIST [2 Year Experience]

WEB DESIGNING • GRAPHIC DESIGNING

ABOUT ME

I am a certified Digital Marketing specialist with 2 years of experience, dedicated to achieving success through the implementation of SEO, email, and social media strategies.

WORK EXPERIENCE



DIGITAL MARKETING SPECIALIST

(NOV 2022 - JULY 2023)

INIT SOLUTIONS PVT.LTD | VENNALA , KOCHI

- ➔ Proficiently managed and executed diverse social media activities.
- ➔ Created captivating and innovative poster designs.
- ➔ Developed and implemented strategic social media campaigns.
- ➔ Orchestrated effective Google/Facebook ads campaigns.
- ➔ creation and upkeep of a dynamic YouTube channel and Website design.



JUNIOR DIGITAL MARKETING SPECIALIST

(AUG 2021 - NOV 2022)

TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

- ➔ Created site audit reports, monthly ranking, and conversion reports.
- ➔ 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.

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PASSPORT DETAILS

- Passport No. - P6554260
- Date of Expiry - 10/04/2027
- Visa Type - UAE Visit Visa
- Date of Entry - 12/11/2023
- Date of Exit - 11/01/2024

TOOLS

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

SOFTWARE SKILLS

- ADOBE PHOTOSHOP**
- ADOBE ILLUSTRATOR**
- VISUAL STUDIO CODE**
- WORDPRESS**

ONGOING PROJECT- SEO KEYWORD RANKING

Website	keyword	Rank
www.khaleejtoys.com	wholesale toy shop in dubai	1
www.khaleejtoys.com	customized toy uae	1
www.khaleejtoys.com	buy wholesale toys in dubai	1
www.horzonelect.com	best electronic repair service in uae	1
www.horzonelect.com	best cnc board service company	1
www.horzonelect.com	electronic drive repair services in uae	1
PROJECT- WEB DESIGNING		
www.nashaadvertising.com	Advertising Agency	Dubai
www.thottamvettakaran.com	Temple Website	Kerala



PERSONAL SKILLS

- Self Motivated
- Teamwork
- Time Management
- Smart Working
- Able to see the big picture
- Strong organization
- Language expertise



PERSONAL DETAILS

Nationality : Indian
 Date Of Birth : 9th July 1996
 Marital Status : Single
 Interest : Travelling
 Hobbies : Listening Music



LANGUAGES KNOWN

- ENGLISH
- MALAYALAM



REFERENCE

SALEESH SN
 DIRECTOR
 Technorays Digital Media Pvt.Ltd
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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

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

EDUCATIONAL QUALIFICATIONS

TECHNICAL QUALIFICATIONS

YEAR 2021

ADVANCED DIGITAL MARKETING TRAINING

Metahash Digital Media L.L.P. Kaloor, Kochi

JULY 2014 - APRIL 2017

BA ENGLISH: LANGUAGE AND LITERATURE (55%)

Marthoma College of Science & Technology, Ayur, Kollam

YEAR 2017

DIPLOMA IN COMPUTER APPLICATION (70%)

CADD Center, Kollam

YEAR 2012-2014

HSC (HIGHER SECONDARY CERTIFICATE) Humanities (70%)

Govt. Higher Secondary School, Kottarakara

YEAR 2012

SSLC (70%)

Seventh Day Adventist Higher Secondary School, Karickom

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