



ALBY ISSAC

DIGITAL MARKETING SPECIALIST

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CONTACT ME

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LANGUAGES

- English ██████████
- Malayalam ██████████
- Hindi ██████████
- Tamil ██████████

STRENGTHS

- Strategy Development
- Data Analysis
- Self learner
- Time Management
- Idea Generation
- Communication
- Leadership
- Growth Mindset
- Delivering Results
- Passion & Curiosity

SOFTWARE SKILLS

- 🎨 ADOBE PHOTOSHOP ██████████
- 🎨 ADOBE ILLUSTRATOR ██████████
- 🔗 VISUAL STUDIO CODE ██████████
- 🌐 WORDPRESS ██████████
- 📄 MICROSOFT OFFICE ██████████

PROFILE

As a digital marketing professional with 2 Years of experience, I have successfully developed and executed data-driven strategies to enhance online presence, drive website traffic, and increase customer engagement. Proficient in SEO, SEM, social media management, email marketing, and content creation, I have contributed to measurable growth in brand visibility and revenue for diverse clients. My expertise includes leveraging analytics tools to optimize campaigns and deliver actionable insights, ensuring alignment with business objectives while staying ahead of industry trends.

SKILLS & EXPERTISE

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Social Media Marketing
- Google Ads (Search, Display, YouTube)
- Content Marketing
- Data Analytics and Reporting
- Basic HTML/CSS
- Google Business Listing
- Branding & Graphic Design
- Wordpress SEO
- Domain & Web Hosting
- Outlook Configuration
- LinkedIn & Insta Ads
- Lead generation

EXPERIENCE

DIGITAL MARKETING SPECIALIST

@ Gamers Tycoon. Technology L.L.C

📅 01 March 2024 - Present 📍 Dubai, UAE

- Developing Digital Marketing Strategies, Market Research & Analysis: Conduct market research to understand target audiences, their behavior, and preferences. Analyze competitors' strategies.
- Campaign Planning: Develop comprehensive digital marketing plans to achieve business goals, including objectives, target audience, key performance indicators (KPIs), and budgets.

DIGITAL MARKETING EXECUTIVE

@ Init Solutions Pvt Ltd

📅 January 2023 - December 2023 - Present 📍 Kochi, Kerala

Init Solutions Pvt Ltd is a Leading Digital Marketing Agency in Kochi , Kerala. Specialized in Digital Marketing , Web Design & Development And Branding.

- Content Creation & Scheduling: Create engaging posts, images, videos, and stories for social media platforms like Facebook, Instagram, LinkedIn, Twitter, etc.
- Search Engine Optimization (SEO) , Keyword Research & Analysis, On-Page Optimization, Off-Page SEO Technical SEO, Performance Monitoring, Website & Landing Page Optimization , CPanel Management.

JUNIOR DIGITAL MARKETING SPECIALIST

@ Technorays Digital Media Pvt Ltd

📅 June 2022 - December 2022- Present 📍 Kaloor , Kochi

Technorays Digital Media is a Leading Digital Marketing Agency in Kochi , Kerala. Specialized in Digital Marketing , Web Design & Development And Branding.

- Content Creation & Scheduling: Create engaging posts, images, videos, and stories for social media platforms like Facebook, Instagram, LinkedIn, Twitter, etc.
- Search Engine Optimization (SEO) , Keyword Research & Analysis, On-Page Optimization, Off-Page SEO Technical SEO, Performance Monitoring, Website & Landing Page Optimization , CPanel Management.

PERSONAL DETAILS

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

REFERENCE

SALEESH SN
Director
Technorays Digital Media Pvt.Ltd
M: +91 9847 2735 31
Mail: info@technorays.in

EDUCATIONAL QUALIFICATIONS

JULY 2017

DIPLOMA IN COMPUTER APPLICATION
@ CADD Center, Kollam

YEAR 2014 - 2017

DEGREE
@ Marthoma College of Science and Technology, Ayur, Kollam

YEAR 2012 - 2014

HIGHER SECONDARY
@ Govt.H S S, Kottarakara

YEAR 2012

SECONDARY SCHOOL LEAVING CERTIFICATE (SSLC)
@ Seventh Day Adventist Higher Secondary School, Kottarakara

TECHNICAL QUALIFICATIONS

YEAR 2021

ADVANCED DIGITAL MARKETING TRAINING
@ Metahash Digital Media LLP Kaloor, Kochi I Kerala India

SEO RESULTS

www.khaleejtoys.com **Dubai | UAE**

Keywords

online toy store wholesale services in Dubai
wholesale toy shop in Dubai
wholesale toys online in Dubai
wholesale kids toys in online in Dubai
customized toys uae
summertime toys wholesale dubai

Position

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1

www.horizonelect.com **Sharjah | UAE**

Keywords

best electronics repair services in uae
electronic drive repair services in uae
kone pcb repair company
best electronics repair services company in dubai
sigma elevator board repair
otis circuit board repair

Position

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www.burgerloungeindia.com **Kerala | India**

Keywords

best fast food franchise
low cost food franchises
best food franchise in kerala
famous burger franchises
best burger in town
best burger store
best burger shop near me
good burger shop near me

Position

1
1

DECLARATION

I hereby declare my unwavering commitment to upholding the values of integrity, ethics, and confidentiality in all aspects of my professional life.

Place:

Date:

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