



ASWATHY PADMAKUMAR

DIGITAL MARKETING EXECUTIVE

CONTACT

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- Mavelikara ,Kerala, India

EDUCATION

MASTER OF COMPUTER APPLICATION (MCA)

- IIIT Kottayam – IGNOU, Kerala, India

BACHELOR OF COMPUTER APPLICATION (BCA)

- Calicut University, Kerala, India

CERTIFICATIONS

- GCC Digital Marketing SKILL MOUNT
- Post Graduate Diploma in Computer Application

TECHNICAL SKILLS

- Programming Languages: C, C++, Java
- Databases: SQL, DBMS
- Digital Marketing Tools & Platforms: GA4, Google Search Console, Meta Ads Manager, Google Ads, Google Tag Manager, Canva, WordPress
- Learning & Educational Platforms: Scratch

PORTFOLIO & LINKS

- Website link: <https://achusree55.com/>
- Portfolio: <https://canva.link/qrr5tjdbbwe8zlt>

PROFESSIONAL SUMMARY

Detail-oriented and adaptable professional with a strong background in teaching, computer applications, and customer interaction, currently transitioning into the field of Digital Marketing. Recently completed a GCC Digital Marketing certification with practical exposure in SEO, social media marketing, content creation, and online campaign management. Seeking an entry-level Digital Marketing role to apply and further develop digital marketing expertise in a dynamic organization.

KEY SKILLS

Adaptability

Time Management

Attention to detail

Decision Making

Analytical Thinking

Problem Solving

Networking

Communication

Curiosity & Learning mindset

WORK EXPERIENCE

DIGITAL MARKETING INTERN | Present

FORTITUDE INSTITUTE OF TECHNOLOGY, KIDANGOOR, KOTTAYAM, KERALA, INDIA

- Assisting in planning and executing digital marketing campaigns across social media platforms such as Instagram, Facebook, and LinkedIn
- Creating and scheduling engaging content including posts, captions, reels ideas, and basic visual creatives
- Supporting SEO activities including keyword research, website optimization, and content updates
- Monitoring social media performance using analytics tools and preparing basic performance reports

DIGITAL MARKETING INTERN | 3 Months

BURJ BUZZ CREATIVE MARKETING – DUBAI, UAE

- Created and published organic content across social media platforms to improve brand visibility and audience engagement.
- Assisted in developing content strategies to enhance audience reach through non-paid marketing efforts.
- Conducted market and competitor research to identify content opportunities and emerging industry trends.
- Managed social media content calendars and ensured consistent and timely posting schedules.
- Engaged with online audiences by responding to comments, messages, and community interactions to build brand relationships.
- Monitored and analyzed organic performance metrics such as reach, engagement, and follower growth to evaluate content effectiveness.
- Applied content and social media marketing techniques to strengthen overall brand presence.
- Supported brand-building initiatives through organic digital marketing activities and campaign execution.

AREAS OF INTEREST

- Digital Marketing Strategy & Campaign Management
- Search Engine Optimization (SEO) & Keyword Research
- Social Media Marketing (Facebook, Instagram, LinkedIn)
- Content Creation & Creative Copywriting
- Performance Marketing & Paid Advertising (Google Ads, Meta Ads)
- Email Marketing & Lead Generation
- Website Management & On-Page Optimization
- Branding & Online Reputation Management
- Marketing Analytics & Data Interpretation
- E-commerce & Online Business Growth

PERSONAL DETAILS

Gender : Female
Date of Birth : 08/09/1990
Nationality : Indian
Marital Status : Married

PASSPORT DETAILS

Passport Number : B 8212631
Date of Expiry : 22/11/2033
Place of Issue : Cochin

LANGUAGES KNOWN

- English
- Malayalam (Mother Tongue)

PERSONAL INTEREST

 
Driving Travelling

COMPUTER TEACHER | 2017 – 2025

- Delivered classroom instruction aligned with curriculum standards and student needs
- Supported student development through continuous guidance and mentoring
- Taught computer fundamentals including C, C++, and essential IT skills to students
- Conducted hands-on lab sessions and guided students in project development

FRONT OFFICE STAFF & TELECALLER| 2014 – 2016

SAAJ SERVICES, KERALA, INDIA

- Managed incoming calls, inquiries, and customer service requests efficiently
- Coordinated appointments, service schedules, and client communications
- Maintained and updated customer database with accurate records and follow-ups

CORE COMPETENCIES

- Strong analytical thinking for marketing performance optimization
- Creative content development for digital marketing campaigns
- Customer engagement strategies for social media growth
- Effective time management in fast-paced marketing environments
- High attention to detail in campaign execution
- Quick learner adapting to digital marketing trends
- Team collaboration for successful marketing campaign delivery
- Proficient in digital marketing tools and platforms
- Data-driven decision-making using marketing analytics tools
- Campaign planning and execution across digital channels
- Basic CRM knowledge for lead management and tracking
- SEO and SEM implementation skills for improving online visibility
- Ability to conduct competitor analysis and market research for strategic insights

PERSONAL STRENGTHS

- **COMMUNICATION** – Strong interpersonal & verbal communication skills for engaging digital marketing content creation
- **CUSTOMER FOCUS** – Client-focused approach with skills in audience engagement and positive brand experience delivery
- **ORGANIZATION** – Excellent organizational skills to manage campaigns, prioritize tasks, and meet deadlines efficiently
- **MANAGEMENT** – Ability to coordinate marketing activities, monitor performance, support team collaboration effectively

DECLARATION

I hereby declare that the above-mentioned information is true and I bear the responsibility for the correctness of the above-mentioned particulars.

ASWATHY PADMAKUMAR