

SHUBHASHRI N P

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FACEBOOK ADS | CAMPAIGN | PPC | SEARCH ADS | CANVA | WORDPRESS

PROFESSIONAL SUMMARY

I am a Digital Marketing professional with more than 2 years of experience in campaign strategy, conversion optimization, FB campaigns, PPC, and search ads. I have also worked extensively on designing creatives and posts. I am passionate about learning new things and would love to update my skills based on latest trends and technology.

- Good experience in **campaign execution** and running analysis on multiple campaigns
- Good experience in **SEM**
- Good experience in designing creatives and posts using **Canva**
- Having a sound knowledge of **website optimization** using WordPress.
- Managed the company's complete online presence and helped develop strategies, executing and optimizing online media.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager at Skill-Brink Pvt Ltd

May 2022 – Present

- Digital **campaign execution** and running analysis of multiple campaigns across various vertical channels while coordinating deliverables and keeping budgets on track.
- Observed and documented **business processes and procedures** to determine efficiency improvement areas.
- Established expertise in **all online platforms** to optimize **digital campaigns** in alignment with customer engagement.
- Designing creatives and posts using **Canva**.
- Researched and redesigned the website and optimized it.
- Managing the **complete online presence** of the company.
- Developing, strategizing, executing, and optimizing online media.
- Developed and executed live **webinars** to promote the course.
- Live webinars result in a **15% increase** in registration for the course.
- Effectively communicated with various team members to help prioritize business objectives to produce individual deliverables.

Business Analyst and Performance Marketer at Inside Out Consultancy Mysore

Nov 2020 – May 2022

- Responsible for delivering **digital projects** across the company's client base.
- Developed **project plans and tactics** to effectively implement change management.
- Conduct **retrospective analysis of projects** to continuously improve efficiencies, processes, quality, team, and client experience.
- Track project progress and make sure to get a **timely deliverable**.
- Lead a team to create a digital marketing course.
- Strategic plan for creating and promoting a digital marketing course.
- Managing social media and planning for the execution of marketing strategies.
- **FB campaign** in which we generated **28000+ leads** for b2b business in 90 days with a **10% conversion rate**.

- Strategic plan to run ads on social media and conduct a webinar to get in the clients during covid lockdown by which we made a **10% increase** in profit percentage.
- Developed **online marketing campaigns**, effectively increasing followers by **1600+** and driving brand awareness.
- Setting up, monitoring, and evaluating 3 (on an average per quarter) local **Digital Marketing campaigns**.

Intern at Disha Communication Pvt Ltd Bangalore

Sep 2020 – Oct 2020

- **Website audit** and **competitor research** on various clients.
- **Social media management** for clients.
- Hands-on experience and understanding of **SEO and SEM**.
- Website development using **WordPress** with a website team.

Intern at Ansrone (Snarweb) Bangalore

June 2020 – Sep 2020

- Monitor the **online presence** of the company's brand and engage with users, strengthening customer relationships.
- **Social media live stream** to create awareness about the company course.
- **Webinar** on the importance of digital marketing for today's business.
- Poster creation using **canvas** tool, worked with content creation team.

EXPERTISE

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|--------------------------|--------------------|--------------------------|
| - Facebook Campaigns | - Google Analytics | - Google Keyword Planner |
| - Google ads | - Email Marketing | - SMM |
| - Search and display ads | - WordPress | - Canva |
| - PPC | - SEO | - YouTube Optimization |

CERTIFICATES

- **Google Certification:** Digital unlock, Google Analytics for beginners.
- **Upgrade Certification:** Startup India.
- **Coursera Certification:** Creating a business marketing brand kit using Canva (Project).
- **Udemy Certification:** Digital Marketing course – 12 course in 1.

EDUCATION

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| MBA in Digital Marketing JSS Science and Technology University, Mysuru | 8.58 CGPA | 2021 |
| Bachelor of Commerce Citizens First Grade College, Nanjangud | 73.12% | 2019 |
| PUC Citizens pre-university College, Nanjangud | 82% | 2016 |
| SSLC Citizens English High School, Nanjangud | 73.12% | 2014 |

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