



GOKUL K S

DIGITAL MARKETING SPECIALIST

GRAPHIC DESIGNER / VIDEO EDITOR

ABOUT ME

Results-driven Digital Marketing Executive with 2+ years of experience in social media marketing, graphic design and video editing. Adept at creating engaging content, managing digital campaigns, and optimizing brand presence across platforms. Skilled in leveraging data-driven strategies to enhance visibility, generate leads, and achieve business goals.

SKILLS & EXPERTISE

Digital Marketing

Social Media Marketing (SMM): Google Ads Campaign
Search Engine Optimization (SEO): On Page SEO & Off Page SEO
Search Engine Marketing (SEM): All Paid Promotions - Facebook & Instagram Lead Generation etc | Whatsapp Marketing
Web Analytics | Email Marketing | Content Marketing | Blog etc

Graphic Design | Video Editing | Web Designing

Adobe Photoshop | Adobe Illustrator | Adobe Premiere | Canva
Capcut | Filmora | Web Hosting | Domain Registration | Wordpress

WORK EXPERIENCE



DIGITAL MARKETING EXECUTIVE (FEB 2024 - JAN 2025)

SWITRUS HOLIDAYS PVT LTD | WESTFORT, THRISSUR

- Developed and executed social media strategies for brand awareness and lead generation.
- Managed social media accounts (Facebook, Instagram, LinkedIn, Youtube, X) and created engaging content.
- Launched targeted paid advertising campaigns to reach specific audience segments.
- Designed graphics and edited videos for promotional campaigns and marketing efforts.
- Edited and crafted site content and blogs with a focus on SEO optimization and improved readability for users.
- Developed creative content, including travel blogs, itineraries, and video marketing materials.
- Crafted visually compelling graphics for social media posts, advertisements, and traditional marketing endeavors.
- Implemented local SEO strategies to attract travelers searching for tour packages in specific regions.
- Handled customer queries via digital channels, improving response time and customer satisfaction.



DIGITAL MARKETING EXECUTIVE (FEB 2023 - JAN 2024)

FLYCREATIVE ONLINE PVT LTD | KODUNGALLUR | THRISSUR

- Managed Instagram, Facebook, Twitter, and LinkedIn accounts, growing the audience and improving brand presence.
- Collaborated with travel influencers and bloggers for brand partnerships and promotional campaigns.
- Developed creative content, including travel blogs, itineraries, and video marketing materials.
- Handled customer queries via digital channels, improving response time and customer satisfaction.



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Kokkuvayil House,
Ala, Kothaparambu P O
Kodungallur, Thrissur, Kerala

TOOLS

- Semrush
- Ubersuggest
- Google Ads
- Adobe Cloud Tools
- MS - Office
- Canva
- Wordpress
- A.I Tools

SOFTWARE SKILLS



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



CAPCUT



ADOBE PREMIERE PRO



MS - OFFICE SUITE





PERSONAL SKILLS

- Self Motivated
- Creative
- Strong Written and Verbal Communication
- Able to See the Big Picture
- Adaptability and Learning Agility
- Time Management



PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 19th March 1997
Marital Status : Married
Interest : Travelling
Hobbies : Yoga, Pet Lover,
Videography



LANGUAGES KNOWN

- ✓ ENGLISH
- ✓ MALAYALAM
- ✓ HINDI (Beginner)



REFERENCE

GOPAL (HR)
Switrus Holidays Pvt Ltd
M : +91 9746460917
ABHIRAMI SUVIDH (HR)
Flycreative Online Pvt Ltd
M : +91 9387283028
SALEESH SN (DIRECTOR)
Technorays Digital Media Pvt.Ltd
M : +91 9847273531



JUNIOR DIGITAL MARKETING SPECIALIST (JULY 2022 – DEC 2022)
TECHNORAYS DIGITAL MEDIA PVT LTD | KALOOR , KOCHI

- Optimized website content for better SEO rankings and user experience.
- Wrote SEO-optimized content and blogs to improve website traffic and visibility.
- Created site audit reports, monthly ranking, and conversion reports.
- Selected and planned keywords that got more traffic.



INTERNAL AUDITOR AND CASHIER (SEP 2021– JUNE 2022)
MANPPURAM RITI JEWELLERY | VALAPAD & BANGALORE

EDUCATIONAL QUALIFICATIONS

JUNE 2018 – NOVEMBER 2020

MBA : MARKETING & TOURISM MANAGEMENT (69%)
Ahaila School of Management, Palakkad

JULY 2015 – APRIL 2018

B.COM : COMPUTER APPLICATION (75%)
Tharananellur Arts & Science College, Irinjalakuda

YEAR 2013 – 2015

HSC (HIGHER SECONDARY CERTIFICATE) COMMERCE (81%)
Co-operative College, Kodungallur

YEAR 2013

SSLC (73%)
NIOS

TECHNICAL QUALIFICATIONS

ADVANCED DIGITAL MARKETING TRAINING
TECHNORAYS DIGITAL MEDIA PVT LTD KALOOR, KOCHI
3D Animation and Multimedia (ON-GOING)
DIGINET ONLINE SCHOOL

DECLARATION

I Gokul, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place

Date

GOKUL K S