

ROHITH P REGHU

**Address:**

Parayil House
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Mobile:

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Email:

rohithparayil@gmail.com

Date of Birth:

13-02-1994

Languages:

English
Hindi
Malayalam

Profile

Got basic training in Salesforce CRM Domain, development, and administration.

Custom Development on Force.com Platform. Apex Classes, Apex Triggers, Lightning Components, Test Classes, Visualforce, Formulas, Validation Rules, Data Collections (Maps, Sets, Lists), Reports & Dashboards, Email Alerts & Templates.

Basic knowledge in Apex programming, UI Design and Front-end Development. Also Knowledge in Adobe Photoshop.

Configuration on the Force.com Platform. Setting up Objects/Fields, Profiles, Roles, Custom Settings, Permission Sets

Professional Experience

KTS InfoTech, Pala - Digital Marketing Specialist

June 2019 – Present

HUB 7 TECHNOLOGIES, Thiruvalla – Digital Marketing Specialist

December 2018 – May 2019

THE INVENTIV HUB, Pala – Digital Marketing Specialist

January 2018 – November 2018

Key Responsibilities and Achievements:

- Discussing with business owners to gain an in-depth understanding of their work and needs
- Developing and managing online marketing campaigns to drive relevant traffic to client sites
- Creating Website & Mobile App UI Designs
- Designing social media posters using Photoshop
- Creating social media strategy
- Continual SEO development including keyword research, site optimization, link building, blog posting and outreach campaigns
- Extending market reach through development of integrated social media marketing campaigns
- Improving user experience in line with analysis findings to further improve conversion rates
- Maximizing customer click through rates by creating engaging and entertaining web content
- Utilizing Google webmaster tools and Google analytics to continually monitor website performance
- Identifying and implementing site enhancements and improvements in usability and design

Education

B.Tech Computer Science and Engineering : 2011 - 2015

Sree Narayana Guru Institute of Science and Technology (SNGIST),
North Paravur, KERALA

Higher Secondary : 2009 - 2011

O.L.L.H.S.S Uzhavoor, Kerala

SSLC : 2009

S.K.V.H.S.S Kurichithanam, Kerala

Other Achievements

- Completed The digital unlocked course conducted and certified by Google
- Academic Project was selected as the best project of the year

Other Interests

- Served as Student Representative in boys hostel and mess affairs
- Was part of college and school football team
- Farming and gardening