



VICTOR JEENU

DIGITAL MARKETER

Experienced Digital Marketer offering 3 years of background planning, developing, managing and implementing digital marketing strategies. In-depth knowledge of SEM, SMM and Google Analytics paired with deep familiarity of digital marketing channels.

WORK EXPERIENCE

Digital Media Designer

ThoughtCapital | Feb 2019 - present

- Planned and executed various SEM and social media advertising campaigns.
- Optimized website exposure by analyzing search engine patterns to direct online placement of keywords or other content.
- Gathered campaign results and developed reporting dashboard to illustrate campaign effectiveness.
- Experience in email marketing with MailChimp, AWeber and other email platforms.
- Worked on the preparation of marketing copy, images, videos, emails and other collateral.

EDUCATIONAL HISTORY

Dhirajlal Gandhi College of Technology

Computer Science Engineering | Aug 2014 - May 2018 | 6.6 CGPA

Higher Secondary Education

Ganga Kaveri Matric Hr.Sec. School | Jun 2012 - May 2014 | 79%

Secondary School Education

Ganga Kaveri Matric Hr.Sec. School | Jun 2011 - Mar 2012 | 77%

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SKILLS SUMMARY

- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Web Design (Wordpress, Mobirise)
- Email Marketing
- Marketing Automation
- Canva, Photoshop

CERTIFICATIONS

 The Fundamentals of Digital Marketing
- Google Digital Unlocked

 Search Engine Optimization (SEO)
- Hubspot Academy

 Google Search Ad Certification
- Google Digital Unlocked

 Google Display Ad Certification
- Google Digital Unlocked

 Email Marketing Certified
- Hubspot Academy

 Advanced Google Analytics
- Google Analytics Academy

 Google Data Studio
- Google Analytics Academy