

# ASWATHY J S



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Experience : 3 years  
Qualification : Certified Course in Digital Marketing (CCDM),  
MA Sociology

## PROFESSIONAL PROFILE

Results driven Digital Marketing with 3 years of experience in developing and executing data driven marketing strategies to enhance brand visibility, drive engagement, and boost conversions. Proficient in SEO, SEM, SMM, Email marketing and Analytics. Seeking a challenging role where I can leverage my skills and experience to contribute to the growth and success of a dynamic organization.

## CAREER SUMMARY

Currently working as,

Digital Marketing Executive : Lash Boutique (Thiruvananthapuram, Kerala) (since 2022)

## Areas of Expertise:

- SEO & SEM – On page and Off page optimization, Keyword research, Google Ads.
- Social Media Marketing :Youtube, Facebook, Instagram, LinkedIn, Twitter, Pinterest.
- Content strategy – Blogging, Email Marketing
- Google Analytics and Data Analysis - Tracking KPIs , Generating Reports.
- PPC & Paid Advertising – Meta Ads, Google Ads, Retargeting.
- Email Marketing - Automation, Segmentation, CRM tools
- Conversion Rate Optimization(CRO) – A/B Testing, Landing page optimization.
- Website Creation
- Youtube Marketing

## Boutique specific Digital Marketing Competencies :

- Boutique focused social strategy : Curating feeds, styling flat lays and creating trend –led social assets
- Influencer Affiliate Marketing : Identifying and managing collaborations with fashion micro influencers
- Trend spotting : Identifying viral fashion trends
- Paid social ads: Meta ads for conversions (Traffic,catalog sales,lead generation)
- Analytics :Tracking CTR , Engagement rates , ROAS with boutique KPIs
- Community building :Responding to DMs, Styling enqueries,Fostering brand loyalty
- Seasonal campaign execution

## **KEY I.T SKILLS**

MS Office, Word , Excel , Powerpoint

## **ACADEMIC RECORDS**

- Certified Course in Digital Marketing (CCDM)  
Areva Digital (May 2022)
- Post Graduation – MA Sociology (2022)
- Graduation – B.Sc Botany (2018)

## **PERSONAL DETAILS**

Marital status : Married

Spouse : Abhijith M

Date of Birth : 29/06/1997

Languages known : English, Malayalam, Tamil

Passport Number : C7954549

Address : Thambu bhavan, ESM Colony,  
Kulathupuzha, Kollam,  
691310, Kerala