



CONTACT

- +91 8943752722
- krishnapriyajoshy19@gmail.com
- Indiranagar, Bangalore
- <https://linkedin.com/in/krishnapriya-joshy>

EDUCATION

2016 - 2020
APJ ABDUL KALAM
TECHNICAL UNIVERSITY
Btech, Civil engineering | CGPA:8.61

SKILLS

- Google Search Console: SEO Tool
- Google Analytics: SEO Tool
- Canva: Graphic Designing and Video Editing Tool
- Website Designing using Wordpress and other AI Tools
- Yoast SEO: a popular plugin for WordPress websites that helps for search engine optimization.
- Social Media Automation and email marketing
- Jira: Project management and issue tracking tool.
- Service now: Enterprise service management platform.

LANGUAGES

- English (Fluent)
- Hindi (Intermediate)
- Malayalam (Native)

KRISHNAPRIYA JOSHY

DIGITAL MARKETING FRESHER

PROFILE

Dynamic and motivated individual with a passion for digital marketing seeking an entry-level position as a Digital Marketing Executive. Eager to apply academic knowledge and creative skills to contribute to the success of a forward-thinking organisation. I've worked as a Systems Engineer for 2.5 years and just finished training in Digital Marketing (Upskill Rocket). Now, I want to use my skills to create effective marketing plans. I'm good at solving problems and talking with people, and I really like how digital marketing keeps changing. I'm excited to start this new journey!

WORK EXPERIENCE

- Digital Marketing Training Course with Upskill Rocket | Bangalore | 4 months** 2024 PRESENT
 - Search Engine Optimization (SEO):** Implementing on-page and off-page SEO strategies to improve website visibility and rankings on search engine results pages (SERPs).
 - Keyword Research and Analysis:** Researching, analysing and optimising keywords for website using google keyword planner and uber suggest.
 - Social Media Management:** Creating and managing social media profiles on platforms like Facebook, Twitter, Instagram, LinkedIn, etc. Developing engaging content, scheduling posts, and analyzing performance metrics.
 - Paid Advertising Campaigns:** Acquired practical knowledge of creating and managing engaging social media campaigns across multiple platforms to enhance brand presence and drive audience engagement.
 - Website Designing:** Worked in website designing using wordpress..
 - Graphic Designing:** Video editing and poster making using Canva
 - Customer Relation management:** Assisted in lead generation using pabbly
- Infosys | Technical customer support engineer | Remote** 2021- 2023
 - Analyse client requirements thoroughly and create detailed requirement documents.
 - Maintain daily direct communication with clients to ensure effective solution delivery.
 - Collaborate closely with team members and support teams to troubleshoot and resolve issues promptly.

CERTIFICATIONS

- Digital Marketing Course Completion Certification [Upskill Rocket]
- Global Agile Developer Certification [Infosys]
- Business Communication Level 5 [Infosys]
- Test basics and Test Management [Infosys]