

MABLE FRANCIS

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DIGITAL MARKETER

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SUMMARY

Dynamic and results-driven Digital Marketer with a proven track record of driving successful digital marketing campaigns. Proficient in developing and executing multichannel marketing strategies to enhance brand awareness and drive customer engagement. Passionate about promoting diversity and inclusion through innovative marketing initiatives. Perused Master of Business Administration in Marketing and HR, postgraduate diploma in digital marketing and other professional certificates. Skilled in Google Analytics, Google Search Console, Uber Suggest, Ahrefs, canva, wix, wordpress, google ads, facebook ads. Client-oriented with strong communication and interpersonal skills. Fast learner with time management and multi tasking skills.

EDUCATION

Lambton college, Canada

Post Graduation Diploma in Digital Media
2021-2022

Jyoti Nivas College, Bangalore

Master of Business Administration
2016-2018

TECHNICAL SKILLS

- Adobe lightroom, canva, crello, adobe photoshop
- Wix, wordpress
- google analytics
- SEO TOOLS, Link Building
- SEM
- Google ads, Facebook ads

SOFT SKILLS

- Communication
- Interpersonal
- problem solving
- Quick learner

CERTIFICATIONS

- Google ads
- Facebook ads
- SEMRUSH ACADEMY
- Google analytics

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

Caiden Media, Toronto | Sep 2022-Dec 2022

- Managed social media accounts, including content creation, scheduling, and community engagement.
- Created engaging and persuasive content for digital marketing campaigns, including website copy, blog posts, social media posts, video editing.
- Created SEO-specific keywords using Ubersuggest, Ahrefs, Google Trends, SEM Rush.
- Conducted market research and competitor analysis to identify trends and opportunities for the client's business.
- Updated on social media and digital marketing industry trends and emerging platforms to identify new opportunities for reaching and engaging our audience.
- Developed and execute a social media strategy across all social media platforms such as Instagram, Facebook, YouTube, Instagram, Pinterest.

Digital Marketing Assoscaite

Pumpkin Kart, Toronto | May 2022- Aug 2022

- Collected SEO-related keywords help to leverage conversions on the company's website.
- Worked with the MOZ tool, a backlink checker for companies, to increase website traffic.
- Designed websites using the WIX and WordPress platforms and website design best practices.
- Created backlinks through competitors and analysis help increase website ranking.
- Analyzed the data and coordinated the final performance for the campaign success.
- Assisted with Google paid ads, set objectives for the advertising campaigns, and help in decision-making.