

# Gayathri Prakash Marketing Specialist

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As a dedicated and driven product marketing specialist with 1.5 year of experience in the field, I am focused on driving business growth through impactful marketing strategies and customer-centric approaches. With a strong understanding of market dynamics, consumer behavior, and the competitive landscape, I bring a proven track record of delivering successful marketing campaigns and initiatives. My goal is to leverage my skills, experience, and passion for product management to drive successful product development, launch, and growth strategies.

## 🧠 Skills

### Digital Marketing Platforms

Amazon Ads, Google Ads, MailChimp

### SEO

Keyword research, on-page optimization, backlink building

### Content Creation

Scriptwriting, social media management

### Data Analysis

Market research, data analysing

## 📁 Professional Experience

Oct 2023 – Dec 2024  
Bangalore

### Marketing Associate, Lumos Learning

- **Optimized Amazon and Google campaigns:** Successfully managed and improved marketing campaigns on both platforms, leading to increased visibility and sales.
- **Optimized marketing efforts:** Successfully executed email campaigns on MailChimp and SendinBlue, driving engagement and conversions.
- **Data-driven decision-making:** Conducted thorough market research to inform product development, pricing, and marketing strategies.

Aug 2023 – Sep 2023  
Trivandrum, Kerala

### Digital Content Creator, Edscholar

- Created engaging video content for social media platforms.
- Conducted market research to identify target audiences.

Jun 2023 – Sep 2023  
Calicut, Kerala

### Digital Marketing Intern, Digital House Academy

- Optimized website content for search engines.
- Assisted in creating backlink profiles.

## 🎓 Education

Jun 2023 – Sep 2023

Diploma in digital marketing, DHA

Mar 2020 – Apr 2023

Bsc Mathematics, Calicut University

## 📄 Certificates

- Fundamentals of Digital Marketing - Google
- Sponsored Ads for Authors - Amazon