

VYSHAK BABU

DIGITAL MARKETER

7306553125

vysakhababu581@gmail.com

Calicut,Kerala

vysakh babu

PROFILE

A results-driven digital marketing professional with hands-on experience in SEO, social media marketing, content creation, and online advertising. Proven ability to work with tools like Google Analytics, Google Ads, and Facebook Ads Manager through internships and personal projects. Focused on leveraging data-driven strategies to enhance brand visibility and customer engagement. Known for quick learning, creative thinking, and strong communication in fast-paced digital environments.

WORK EXPERIENCE

2024- present

Kite media Concept

SEO/Google Ads Specialist

- Conducted keyword research, on-page optimization, and technical audits to improve website rankings and organic traffic
- Developed and implemented SEO strategies for client websites, resulting in measurable increases in search visibility.
- Monitored performance using tools like Google Search Console and Google Analytics, providing regular reports and actionable insights.
- Monitor brand consistency across marketing channels and materials.

INTERNSHIP

3 Month Diploma in Digital Marketing course Completed With Internship

- Assisted in the development and execution of digital marketing campaigns across various platforms,including social media,email,and search engines
- Conducted market research to identify trends,target audience,and competitive analysis.
- Created engaging content for social media posts,blogs,and newsletters to increase brand awareness and engagement
- Monitered and analyzed campaign performance using tools like google analytics and provided actionable insights

EDUCATION

2024

DIPLOMA IN DIGITAL MARKETING

Techoriz Digital Academy

2021-2024

B COM COMPUTER APPLICATION

Calicut University

2020-2021

PLUS-TWO

Kerala Higher Secondary Board

SKILLS

- Search Engine Optimization(SEO)
- Social Media Marketing
- Google Ads
- Google Analytics
- Web Development
- Marketing Strategies
- Communication Skills

PERSONNEL INFORMATION

Fathers Name: Suresh Babu

Date of Birth: 10/04/2003

Gender: Male

Address: KODAPULLI THUNDU
HOUSE,BEENACHI POST,SULTHAN
BATHERY,673592

LANGUAGES

- English
- Malayalam
- Hindi
- Tamil