



KRISHNASREE K M

DIGITAL MARKETING SPECIALIST (EXP 2 YEAR)

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PROFILE

Results-oriented Digital Marketing professional with 2 years of practical experience in SEO, SEM, Social Media Marketing, website optimization, content marketing and digital campaign management. Experienced in handling On-Page SEO, Off-Page SEO, keyword research, link building, competitor analysis, Google Ads, social media campaigns and website content optimization. Skilled in improving online visibility through SEO strategies, creating engaging promotional content and supporting website development and digital marketing campaigns. Proficient with Google tools, WordPress, Canva, Adobe Photoshop, Illustrator and Visual Studio Code.

SKILLS & EXPERTISE

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Lead generation
- Social Media Marketing
- Google Ads (Search, Display, YouTube)
- Adobe Photoshop
- Content Marketing
- Data Analytics and Reporting
- Basic HTML/CSS
- Illustrator
- Google Business Listing
- Social Media Poster Design
- Wordpress SEO
- Ai Tools
- Domain & Web Hosting
- Outlook Configuration
- LinkedIn & Insta Ads
- Local SEO

EXPERIENCE

DIGITAL MARKETING EXECUTIVE @ Metahash Digital Media LLP, Kaloor Kochi

OCTOBER 2024 - SEPTEMBER 2026

- » Assisted in website development, website content management, layout updates, landing page creation, and basic website optimization. Conducted keyword research using SEO tools to identify relevant, high-volume, and competitive keywords for website optimization.
- » Implemented on-page SEO strategies, including title tags, meta descriptions, header tags, URL optimization, image optimization, and internal linking. Performed off-page SEO activities such as backlink building, directory submissions, guest posting, and link-building campaigns.
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- » Managed Social Media Marketing (SMM) activities across platforms such as Facebook, Instagram, LinkedIn, and other relevant channels. Developed and scheduled social media content to improve brand awareness, audience engagement, reach, and online visibility.
- » Assisted in lead-generation campaigns through organic SEO, social media, Google Ads, and other digital marketing channels. Planned and executed social media campaigns, promotional activities, seasonal campaigns, and brand awareness initiatives.
- » Assisted in content marketing activities, including website content, blog posts, social media content, promotional copy, and SEO-friendly articles. Optimized website and blog content based on target keywords, search intent, readability, and SEO best practices.

DIGITAL MARKETING INTERN @ Techmindz, Infopark Kochi

JUNE 2024 – SEPTEMBER 2024

Gained comprehensive knowledge in SEO, including keyword research, on-page and off-page optimization, and conducting SEO audits using various tools. Developed expertise in SEM, with hands-on experience in Google Ads, keyword strategies, bid management, and creating search and display ad campaigns. Monitored AdWords accounts, optimized campaigns, and tracked conversions using analytics. Specialized in SMM, creating and managing targeted Facebook and LinkedIn ad campaigns for lead generation, website traffic, post engagement, and conversions. Earned certifications in Search Advertising and Techmindz Digital Marketing.

Website Development & SEO Project – CR Stone : <https://crstones.in/>

Completed a project for CR Stone focused on website development and digital growth. Developed a responsive and SEO-friendly website while managing On-Page and Off-Page SEO activities to improve search engine performance and brand visibility. Optimized website content, meta tags, images, and page structure, and supported the company’s online marketing efforts through creative promotional designs and regular website enhancements.

EDUCATIONAL QUALIFICATIONS

Bachelor of Arts at the University of Calicut | 2019-2022

@ Christ College Thalassery, Kannur

Higher Secondary Computer Science | 2017-2019

@ Thiruvangad Girls Higher Secondary School,Thalassery, Kannur

Secondary School Leaving Certificate (SSLC)

@ Rajeev Gandhi Memorial Higher Secondary School, Kannur

TECHNICAL QUALIFICATIONS

Advanced Digital Marketing Training | Oct 2024

@ Techmindz (Infopark, Kochi)

SOFTWARE SKILLS



LANGUAGES



REFERENCE

SALEESH S N
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Metahash Digital Media LLP
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PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 05/07/2000
Marital Status : Single
Interest : Travelling
Hobbies : Listening Music
Place : Thalassery, Kannur

DECLARATION

I here by declare my unwavering commitment to upholding the values of integrity, ethics, and confidentiality in all aspects of my professional life.

Place: Kochi
Date:

KRISHNASREE K M