

Akshay Rajeevan T.P

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Digital Marketing Specialist

Digital Marketing Strategy | Client Relationship Management | Analytical Skills

Results-driven marketing professional with over four years of experience in digital marketing and client relations, currently available for immediate employment. Proven expertise in developing and executing effective marketing strategies, optimizing campaigns, and analyzing performance metrics. Skilled in managing client relationships, coordinating projects, and providing administrative support to enhance operational efficiency. Committed to delivering innovative solutions aligned with organizational goals and eager to contribute long-term to a forward-thinking company.

WORK EXPERIENCE

Meitra Hospital (JCI Accredited) - Kozhikode, Kerala

10/2022 – 10/2023

Assistant Manager – Digital Marketing

Managed digital marketing for 7 Centers of Excellence at Meitra Hospital, optimizing PPC, SEO, and social media to enhance patient engagement and brand visibility.

- Managed PPC campaigns on Google and Meta for 7 Centers of Excellence, enhancing ROI through data-driven budget optimization and audience targeting.
- Executed and monitored SEO strategies to boost website ranking and visibility, driving increased patient inquiries.
- Developed and coordinated a comprehensive Social Media Calendar, aligning content with brand objectives and healthcare trends.
- Collaborated with designers and video editors to create engaging content, including patient testimonials and expert talks, enhancing digital engagement.

New Horizon Educational Institution - Bangalore, Karnataka

04/2022 – 09/2022

Marketing Executive

Managed SEO for 7 institutes at New Horizon Educational Institution, enhancing search rankings and online visibility while ensuring high-quality website performance.

- Implemented SEO strategies across 7 institutes, raising organic search rankings by 25% in targeted educational programs using keyword optimization and link-building techniques.
- Conducted keyword research and optimized website content, driving improved performance in search engine results.
- Performed technical SEO audits, enhancing website infrastructure for better user experience and search visibility.
- Delivered regular SEO performance reports to guide strategic decisions, keeping pace with competitor trends and market demands.

Digi Prime Tech - Bangalore, Karnataka

11/2019 – 03/2022

Digital Marketing Executive

Oversaw digital campaigns, optimizing engagement, conversions, and delivering performance insights

- Managed multiple client accounts, overseeing comprehensive digital marketing strategies and campaigns
- Developed customized marketing plans after analyzing client needs and objectives.
- Implemented and optimized campaigns across social media, search engines, and display networks.

EDUCATION

- **Bachelor in Engineering – Electrical & Electronics**
Sree Sastha Engineering College, Anna University, Chennai, Tamil Nadu — April 2015
Certificates attested by HRD, MEA, and MOFA.

CERTIFICATIONS

- Digital Advertising Certification (HubSpot Academy)
- The Fundamentals of Digital Marketing Certification (Google, Aug. 2019)
- The Complete Digital Marketing Course: 12 Courses in 1 (Udemy, Aug. 2019)
- Adobe Premiere Pro CC Masterclass: Video Editing in Premiere (Udemy)

PROFESSIONAL SKILLS

- Proficient in Microsoft Office (Word, Excel, PowerPoint) and Google Suite (Docs, Sheets, Slides).
- Skilled in digital marketing tools, including Google Analytics, Google Ads, and Facebook Ad Manager.
- Strong organizational and project management abilities, with a focus on multitasking and meeting deadlines.
- Comfortable working in both Microsoft Windows and Mac OS.
- Excellent communication skills with a focus on team-building and customer relations.
- Experienced in Canva & Adobe Creative Cloud for content creation.

LANGUAGE COMPETENCIES

- Malayalam: native language
- English: fluent (speaking, reading, writing)
- Hindi: (speaking, reading, writing)
- Tamil: intermediate (speaking)