



# GOKUL K S

## DIGITAL MARKETING SPECIALIST

GRAPHIC DESIGNER / VIDEO EDITOR / WEB DESIGNER

### ABOUT ME

I am a results-oriented digital marketing executive with an established track record spanning one year and six months. My expertise lies in social media marketing and graphic design. By adopting a strategic approach to campaign creation and coupling it with a refined sense of design aesthetics, I craft impactful content that deeply connects with intended audiences. Proficiency in harnessing social media platforms for brand amplification characterizes my skill set, blending creativity and analytical acumen to bolster engagement and attain tangible business goals.

### WORK EXPERIENCE

**DIGITAL MARKETING EXECUTIVE (FEB 2023- PRESENT)**  
FLYCREATIVE ONLINE PVT LTD | KODUNGALLUR, THRISSUR

#### WHAT I DO

- Devised and implemented social media strategies aimed at amplifying brand visibility and audience interaction
- Oversaw and administered diverse social media platforms (Facebook, Instagram, LinkedIn) to curate captivating content and stimulate community participation.
- Employed targeted paid advertising across social platforms to engage specific demographic segments effectively.
- Crafted visually compelling graphics for social media posts, advertisements, and traditional marketing endeavors.
- Created and edited promotional videos tailored for online marketing initiatives.

**JUNIOR DIGITAL MARKETING SPECIALIST (JUL 2022- DEC 2022)**  
TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

#### WHAT I DID

- Created site audit reports, monthly ranking, and conversion reports.
- Selected and planned keywords that got more traffic.
- Coordinated with senior staff, web developers, and designers to make the site more and attractive and to reduce bounce rates.
- Established and managed business social media accounts, implementing diverse techniques to maximize impact.
- Edited and crafted site content and blogs with a focus on SEO optimization and improved readability for users.

**INTERNAL AUDITOR AND CASHIER (SEP 2021- JUNE 2022)**  
MANPPURAM RITI JEWELLERY | VALAPAD & BANGALORE

### SKILLS & EXPERTISE

#### Digital Marketing

Search Engine Marketing (SEM): Google Ads Campaign  
Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.  
Social Media Marketing (SMM): All Paid Promotions - Facebook & Instagram Lead Generation etc | Whatsapp Marketing  
Web Analytics | Email Marketing | Content Marketing | Blog etc

+91 86 06 35 99 71

gokulsivadas1997@gmail.com

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/gokulji\_kl47

/Gokul K S

+91 8606359971

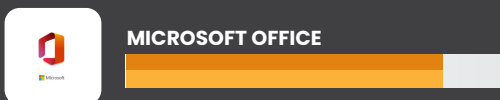
www.gokulks.online

Kokkuvayil House,  
Ala, Kothaparambu P.O  
Kodungallur, Thrissur, Kerala

### TOOLS

- SEMRush & Ahref
- Google keyword planner
- Google Ads
- Adobe Editing Tools
- Ms - Office
- Canva
- Wordpress
- A.I Tools

### SOFTWARE SKILLS





## PERSONAL SKILLS

- Self Motivated
- Creative
- Strong Written and Verbal Communication
- Able to See the Big Picture
- Adaptability and Learning Agility
- Language Expertise



## PERSONAL DETAILS

Nationality : Indian  
 Date Of Birth : 19th March 1997  
 Marital Status : Single  
 Interest : Travelling  
 Hobbies : Yoga, Pet Lover, Videography



## LANGUAGES KNOWN

- ✓ ENGLISH
- ✓ MALAYALAM
- ✓ HINDI (Beginner)



## REFERENCE

ABHIRAMI SUVIDH  
 HR BUSINESS PARTNER  
 Flycreative Online Pvt Ltd  
 M : +91 9387283028  
 Mail:abhirami@flycreative.in

SALEESH SN  
 DIRECTOR  
 Technorays Digital Media Pvt.Ltd  
 M : +91 9847 2735 31  
 Mail:info@technorays.ae

## Graphic Design | Video Editing | Web Designing

Adobe Photoshop | Adobe Illustrator | Adobe After Effects |  
 Canva | Capcut | Web Hosting | Domain Registration  
 Webmail | Outlook Configuration | Poster Design | Wordpress

## ONGOING PROJECT- SEO KEYWORD RANKING

Website	Keyword	Rank
www.horizonelect.com	best electronic repair service in uae	1
www.memoriesflowers.ae	24 hours flower delivery dubai	2
www.khaleejtoys.com	wholesale Toys store UAE	1
www.khaleejtoys.com	customized toy uae	1
www.aukey.com	it solution company in dubai	14

## EDUCATIONAL QUALIFICATIONS

JUNE 2018 - NOVEMBER 2020

### MBA : TOURISM MANAGEMENT & MARKETING ( 69%)

Ahaila School of Management, Palakkad

JULY 2015 - APRIL 2018

### B.COM : COMPUTER APPLICATION (75%)

Tharananellur Arts & Science College, Irinjalakuda

YEAR 2013 - 2015

### HSC (HIGHER SECONDARY CERTIFICATE) COMMERCE (81%)

Co-operative College, Kodungallur

YEAR 2013

### SSLC(73%)

NIOS

## TECHNICAL QUALIFICATIONS

### ADVANCED DIGITAL MARKETING TRAINING

TECHNORAYS DIGITAL MEDIA PVT.LTD KALOOR, KOCHI

## DECLARATION

I Gokul, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place:.....

Date: .....

**GOKUL K S**