DEEPU . B

CONTENT CREATOR & DIGITAL MARKETING SPECIALIST

deepumundro4@gmail.com Kollam , Kerala

CONTACT ME

+971 569414846

deepumundro4@gmail.com

/Deepu Maniyath

/Deepu Maniyath

/Deepu B

+91 9633484379

www.deepub.online

LANGUAGES

English

Malayalam

Hindi

Tamil

STRENGTHS

- Strategy Development
- Data Analysis
- Self learner
- Time Management
- Idea Generation
- Communication
- Leadership
- Growth Mindset
- Delivering Results
- Passion & Curiosity

SOFTWARE SKILLS

ADOBE PREMIERE PRO

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

VISUAL STUDIO CODE

WORDPRESS

MICROSOFT OFFICE

PROFILE

As a digital marketing & Video Editing professional with 1 Year of experience, I have successfully developed and executed data-driven strategies to enhance online presence, drive website traffic, and increase customer engagement. Proficient in SEO, SEM, social media management, video editing , and content creation, I have contributed to measurable growth in brand visibility and revenue for diverse clients. My expertise includes leveraging analytics tools to optimize campaigns and deliver actionable insights, ensuring alignment with business objectives while staying ahead of industry trends.

SKILLS & EXPERTISE

Digital Marketing Strategy | Search Engine Optimization (SEO) | Social Media Marketing | Google Ads (Search, Display, YouTube) | Content Marketing | Content writing & creation | Basic HTML/CSS | Google Business Listing | Branding & Graphic Design | Wordpress SEO | Domain & Web Hosting | Video editing | LinkedIn & Insta Ads | Lead generation

EXPERIENCE

DIGITAL MARKETING SPECIALIST

@ The Metahash Digital media LLP

10 April 2025 - 10 APR 2026 Kaloor, Cochin

- Developing Digital Marketing Strategies, Market Research & Analysis: Conduct market research to understand target audiences, their behavior, and preferences. Analyze competitors' strategies.
- Campaign Planning: Develop comprehensive digital marketing plans to achieve business goals, including objectives, target audience, key performance indicators (KPIs), and budgets.

SENIOR TOUR CONSULTANT

@ Riya The Travel Expert

February 2016 - November 2024 - Present Kollam, Kerala

Riya Travel and tours India pvt Ltd is Leading travel agency in India . Established in 1980
The company deals with marketing and service of Air ticket , Visa, and Tour packages

- Organise International and domestic tour packages . Marketing fixed Departures. Reservation of Flight tickets ,hotels, Transportation , Escorting International and Domestic groups
- Communicates with suppliers for travel realted products With the best deal . Marketing holidays packages Through Social media platforms . Build and maintain the relationsship with clients.

TECHNICAL ASSISTANT

@ KELTRON COMMUNICATION COMPLEX

June 2013 December 2014- Present Kulathoor , Trivandrum

Keltron communication complex , Trivandrum a unit of Kerala State Electronics Development Corporation Ltd.

- Computer Assembling , installation , Traffic light Assembling
- Supports ISRO with assemblies ,traffic controllers, countdown timers. Led Stacked Signal diplay units

PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 20th May 1994
Marital Status : Married
Interest : Travelling
Hobbies : Listening Music

REFERENCE

SALEESH SN
Director
Metahash Digital Media Pvt.Ltd
M: +91 9847 2735 31
Mail: info@technorays.in

EDUCATIONAL QUALIFICATIONS

YEAR 2016- 2019
BACHELOR'S OF TOURISM STUDIES
@ ignou , SN college , Kollam

YEAR 2009 - 2011
VOCATIONAL HIGHER SECONDARY (COMPUTER APPLICATIONS)
@ KPSPMVHSS East Kallada , Kollam

YEAR 2009
SECONDARY SCHOOL LEAVING CERTIFICATE (SSLC)
@ CVKMHSS East Kallada, Kollam

TECHNICAL QUALIFICATIONS

April 2025
EXICUTIVE CERTIFICATE PROGRAM IN DIGITAL MARKETING (NSDC)
@ Entri Software Private Ltd

YEAR 2015
DIPLOMA IN SOFTWARE ENGINEERING
@ CYBER CAMPUS | Trivandrum | Kerala | India

April 2026
CERTIFICATE PROGRAM IN VIDEO EDITING (ADOBE PREMIERE PRO)
@ D Make academy

DECLARATION

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

Place: .....
Date: .....

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