

AKHIL E S

Digital Marketing Manager

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SUMMARY OF QUALIFICATIONS

- Contributed to substantial increases in client sales and brand visibility through effective PPC strategies.
- Extensive background in building, managing, and optimizing successful digital marketing campaigns.
- Skilled in creating and executing client-centered campaigns to enhance brand awareness and presence.
- Proficient in managing high-budget Google Ads and Social Media Ads campaigns, achieving up to \$70,000 per month.
- Strong leadership abilities in leading teams of marketing professionals to exceed digital marketing goals.
- Strategic thinker adept at analyzing data to optimize marketing strategies and improve campaign effectiveness.
- Demonstrated success in increasing sales and achieving 100% SEO success for various clients.
- Digital Marketing Manager at NCDA Services Private Limited, leading diverse marketing initiatives and team management.
- Previous roles include Digital Marketing Manager at Webcastle Media and Digital Marketing Executive positions at Helpline Group and Accudata Tech Solutions.
- Computer Science & Engineering graduate with additional diploma in Computer Hardware Maintenance.
- Completed Digital Marketing course, skilled in Wordpress development and graphic design.
- Gained practical experience as a Digital Marketing Intern at Atees, Thrissur.
- Fluent in English, Hindi and Malayalam, with bilingual proficiency.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

February 2022 — Present

NCDA Services Private Limited, Kochi

- Drive PPC (Pay Per Click) management strategies, overseeing Google Ads and Social Media Ads campaigns for USA clients with budgets up to \$70,000 per month.
- Challenge assumptions and explore new opportunities to deliver competitive advantages for client organizations.
- Develop unique content strategies enhancing online presence and brand awareness across various client platforms.
- Conduct extensive keyword research to optimize client marketing efforts and improve search engine rankings.
- Implement scheduled targeted email marketing programs to nurture leads and enhance client engagement.
- Lead and mentor a team of marketing professionals, ensuring seamless execution and success of marketing campaigns.

Digital Marketing Manager

January 2020 — February 2022

Webcastle Media, Kochi

- Assisted clients with digital media inquiries, understanding unique needs and providing tailored solutions within specified parameters.
- Created and executed customized digital marketing strategies for diverse client portfolios.
- Successfully managed and coordinated a team of 13 employees, fostering strong relationships and driving business growth amidst continuous industry changes.
- Demonstrated strong leadership capabilities, operating autonomously while taking full ownership of client accounts.
- Achieved significant sales growth, increasing revenues from 50,000 AED to 750,000 AED within 6 months for Mattesland UAE.
- Delivered 100% SEO success for clients such as V Perfume UAE, Plethora UAE, ELMart UAE, Play & Dream UAE, and Abad Builders, significantly enhancing their online visibility and search engine rankings.

Digital Marketing Executive

December 2018 — January 2020

Helpline Group, Thrissur

- Managed Google Ads and Social Media Ads campaigns across multiple countries, with budgets up to 60,000 AED per month.
- Created compelling social media content to enhance brand engagement and visibility.
- Collaborated effectively with marketing specialists and graphic designers to execute integrated marketing campaigns.
- Evaluated client websites for mobile performance and optimized search engine rankings.

Digital Marketing Executive

May 2018 — December 2018

Accudata Tech Solutions, Kochi

- Developed media strategies and plans, providing recommendations for effective implementation.
- Crafted and distributed core company messages both internally and externally, ensuring consistent communication through various channels.
- Contributed to long-term strategic goals by identifying profitable business opportunities and influencing corporate strategy.

EDUCATION AND TRAINING PROGRAM

- **DIGITAL MARKETING TRAINING PROGRAM** Nov 2017
- **BACHELOR OF TECHNOLOGY - COMPUTER SCIENCE AND ENGINEERING** 2013 - 2016
Axis CET Kodaly, Thrissur, Kerala, India.
- **DIPLOMA - COMPUTER HARDWARE MAINTANANCE** 2010 - 2013
Model Polytechnic College, Mala, Thrissur, Kerala, India.

SKILLS

- PPC | SMM | SEO | Social Media Management | Google Analytics | Google Tag Manager | Agency Analytics | Un Bounce | CallRail | Wordpress | Photoshop | MS Office.

REFERENCES

- **Mr. Siju PM**, A&A Associate, Dubai, UAE, Mob: +971 5424 2151 0
- **Mr. Saroop RC**, NCDA Services Pvt Ltd, Mob: +91 98461 94206