



DEEPU . B

CONTENT CREATOR & DIGITAL MARKETING SPECIALIST

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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 📍 Kaloore, 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 relationship 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