

KRUPA YOHANNAN

Digital marketing Executive

To build a strong career in digital marketing by applying my skills in SEO, social media management, and content creation. I aim to gain practical experience, contribute to impactful campaigns, and continue learning advanced digital tools and strategies



WORK EXPERIENCE

• Digital marketing Intern

2025-DECEMBER

Zoople Technologies

- Assisted in creating and executing digital marketing strategies across multiple platforms, including Google, Meta, and Instagram.
- Managed and scheduled social media content using platforms like Facebook Business Suite and Canva.
- Conducted keyword research and SEO optimization for blog posts and website content using tools like Google Keyword Planner, Ubersuggest, or SEMrush.
- Monitored campaign performance, website traffic, and audience engagement using Google Analytics and platform insights.
- Designed social media posts, ad creatives, and promotional content to align with brand strategy.
- Researched competitors and market trends to support campaign planning and content ideas.
- Contributed to email marketing activities, including creating newsletters and improving open rates.
- Assisted in running paid marketing campaigns (if applicable: Google Ads/Facebook Ads) and monitored their performance.
- Ran and monitored paid advertising campaigns (Google Ads, Meta Ads) to improve lead generation and ROI.
- Improved website traffic through content marketing, backlinks, and organic strategies.

LANGUAGE

English

Malayalam

REFERENCE

Rohit Devadas

Digital Marketing Executive

Zoople Technologies

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CONTACT

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EDUCATION

2022-25

Bachelor of commerce

- ST. GREGORIOS COLLEGE, KOTTARAKARA

SKILLS

- SEO Keyword Research
- Copywriting
- Competitor Analysis
- Facebook & Instagram Ads
- Google Ads
- Google Analytics
- Social Media Marketing
- Content Writing
- SEO, AEO & GEO
- Lead Generation
- Brand Reputation

SOFT SKILLS

- Communication Skills
- Creativity & Innovation
- Problem-Solving
- Time Management

CERTIFICATIONS

Google Analytics

Hubspot

semrush