

# PRANAV KC

## DIGITAL MARKETING EXECUTIVE

### CONTACT

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### TECHNICAL SKILLS

- Search Engine Optimisation (SEO)
- Google Analytics and Google Ads
- Social Media Management
- Website Designing
- Content Marketing

### SOFT SKILLS




- Analytical Thinking
- Creativity
- Communication Skills
- Adaptability
- Teamwork

### EDUCATION

**Digital Marketing**  
Opentutor Digital Academy, Kannur  
September 2024

**BA English Literature**  
Kannur University  
2020-2023

### Languages

English   
Hindi   
Malayalam 

### PROFESSIONAL SUMMARY

Digital marketing graduate with a strong background in online marketing tactics and technologies, such as SEO, SEM, Content marketing, Email marketing and Social media management. Competent in creating captivating content and maximising campaigns with data-driven insights. Incredibly flexible, willing to pick up new skills, and driven to stay ahead of the curve in the marketing world in order to create powerful campaigns. Strong teamwork and communication abilities, prepared to bring new life and inventiveness to an expanding digital marketing team.

### WORK EXPERIENCE

#### Digital Marketing Intern

Opentutor Digital Academy, Kannur Sept 2024

- Assisted in the execution of paid advertising campaigns, including keyword research, ad creation, and performance tracking.
- Conducted competitive analysis to identify industry trends and opportunities for the company's digital marketing strategy.
- Assisted in the creation of engaging social media content and monitored social media channels for audience engagement.

### CERTIFICATIONS

- 3 Months of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Semrush Academy
- Google Analytics
- Advanced Google Analytics
- Hubspot Content Marketing
- Hubspot Social Media Marketing
- Google Ads Search
- Google Ads Video

# PROJECT EXPERIENCE

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## SOCIAL MEDIA MARKETING (SMM)

- Prepared Social Media Strategy for Techleap, a startup that provides project tracking services
- Successfully run Meta Ads for Fenix Solutions, Opentutor Academy and Design School
- Made content calendar for various brands

## SEARCH ENGINE MARKETING (SEM)

- Keyword research for Amster Movers
- Keyword research for Opentutor Academy
- Successfully run PPC Campaigns for Opentutor Academy

## SEARCH ENGINE OPTIMISATION (SEO)

- Done Site Audit for Amster Movers
- Done Keyword Research for Amster Movers
- Sitemap submission
- Off page activities
- Blog posting
- On page activities

## E-COMMERCE WEBSITE

- Created an E-commerce website model
- <https://shop.pranavkamal.com/>

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## WEBSITE DEVELOPMENT

- Oxted (Demo) - <https://pranavkamal.com/oxted/>
- Toronto (Demo) - <https://pranavkamal.com/toronto/>
- Mumbai (Demo) - <https://pranavkamal.com/mumbai/>
- Lawfirm (Demo) - <https://pranavkamal.com/lawfirm/>
- Apple (Demo) - <https://pranavkamal.com/airpods/>
- Oxted Elementor (Demo) - <https://el.pranavkamal.com/>