

UNNIKRISHNAN J S

DIGITAL MARKETING HEAD
GRAPHIC DESIGNER
WEB DEVELOPER



PHONE:

+971 509851091

EMAIL:

unnikrishnanjsatl@gmail.com

Website:

<https://unnikrishnanjs.com/>

PROFILE SUMMARY

I have got more than 8 years of experience as a versatile Digital Marketer, Web Developer, and Graphic Designer. I am good at Search Engine Optimization (SEO), Google AdWords, Social Media Optimization (SMO), e-commerce, WordPress website creation, content updating and effective landing page designs. I'm good at creating catchy ads for social media, sending emails that really work, and making cool posters, websites, and brochures.

I bring extensive experience in managing Salesforce and various CRM platforms. I am skilled in video creation and experienced in team management and operational strategies. I am capable of blending technical prowess with creative finesse to drive multifaceted projects to success. A dedicated professional committed to delivering top-notch results in the ever-evolving landscape of digital

PRO SKILLS

- Search Engine Optimization (SEO)
- Meta Ads

WORK EXPERIENCE

DIGITAL MARKETING HEAD

Dubai, UAE

LUXEHAVEN REALESTATE

March 2023 to Present

- Conducted extensive research, analysis, and data gathering to **develop a dynamic website** within a tight deadline of 3 months. Proficiently crafted numerous impactful landing pages as an integral part of the website's structure and user experience.
- Performed competitor analysis, keyword research, and set up a back-link program that **boosted traffic by 60%**.
- Orchestrated and managed a meticulously organized social media calendar, ensuring strategic and timely content distribution.
- Spearheaded the conceptualization and creation of captivating **social media banners, posters, and videos** in alignment with current trends.
- Conducted comprehensive competitor analysis, resulting in a strategic overhaul of channels and posts to better resonate with evolving trends and audience preferences.
- Successfully managing **Google AdWords** campaigns to generate high-quality leads with limited budget.
- **Lead a dynamic digital marketing team**, orchestrating seamless coordination to achieve optimal results.

SENIOR DIGITAL MARKETING STRATEGIST

Dubai, UAE

THE CAPITAL INTERNATIONAL GROUP

Jan 2022 to Mar 2023

- Strategized, developed, and managed paid digital marketing campaigns across Facebook, Instagram, and AdWords with average monthly budget of 25,000 AED, resulting in about **1,20,000 AED in monthly profit**.
- Developed robust conditional email campaigns based on customers interactions that **improved retention by 35%**.
- Redesigned Website and Launched SEO campaign for high volume and long-tail keywords that **generated 200 plus unique customers** within a month.

- Social Media Marketing (SMM)
- Graphic Designing
- Web Development
- Google AdWords
- Google Analytics
- Email Marketing
- SMS Marketing
- Video Edition
- CMS Management
- Salesforce

PRO TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Figma
- Kdenlive
- WordPress
- Canva
- Google Keyword Planner
- Google Tag Manager
- Ads Manager
- Seo Tools
- Ubersuggest
- CMS Editors
- Microsoft Office Suite

PRO TOOLS

- Mermaid Food Fest
- MyTechnopark Photo Contest
- Best Santa 2017 Contest
- My Technofiesta
- Fashion Fiesta 2k18
- Max Cute Kids 2k18
- Fashion Fiesta 2k19
- Technopolis Mega Show
- Tech Mobile Photo Contest 2020
- AutoHub Road Show

- Planned, Created, and implemented social media campaigns across targeted Social Media platforms and group engagements for great reach resulting **75% of growth in direct client conversions** through social media interactions.
- Design and create marketing materials including ad, branding and marketing posters, website images as well as banners, videos etc.
- Develop, maintain, and update company website along with proof reading and **updating relevant contents**. Identifying, planning, and fixing all website issues.
- Up-to-date with industry best practices and perform competitor analysis.
- Led a team to create, optimize, and report on all digital marketing activities.

DIGITAL MARKETING SPECIALIST

PRAYAN ANIMATION STUDIO PVT LTD

Kerala, INDIA

Dec 2016 to Dec 2021

- Implemented best practice of SEO for Improved organic search results resulting increasing the search engine results from **12th page to position 1 in SERP**.
- Performed competitor analysis, keyword research, and set up a backlink program that **boosted traffic by 85%**.
- Implemented Google Analytics as well as **Google Tag Manager** and made suggestions as well as rectified website issues.
- Researched, created, and implemented **Social Media Campaigns** and day-to-day activities, including scheduling regular updates, engaging in dialogue, and answering questions when necessary.

SEO ANALYST

FOCUS TECHNOLOGIES

Kerala, INDIA

Aug 2013 to Jan 2016

- Improved organic search results for multiple keywords by increasing the SERP position from **10th to the 1st page** for various clients.
- Conducted **SEO audits** that considered technical, on-page, and off-page elements.
- Analyze and optimize websites in detail to identify **on-page, off-page** issues and perform content maintenance and updates.
- Collected and analyzed SEO related data from multiple sources, including: **Google Analytics, Google Search, Moz, Ahref, Ubersuggest, SEMrush, Google Trends**, etc.

EDUCATION

Bachelor of Technology
(B-Tech) in Information
Technology

PORTFOLIO LINKS

www.unnikrishnanjs.com

www.behance.net/unnikrishnanjs

www.linkedin.com/in/unnikrishnanjs

- Done YouTube optimization and marketing resulting subscribers of **3k to 2M subscribers in a year.**
- Test and Track landing page optimization and other conversion strategies using Google Analytics.
- Developed and implemented link building strategies to increase the DA of the site from 10 to 35.
- Create, review, and update content on **e-commerce websites** in collaboration with design, marketing, and product development teams.

DECLARATION

I hereby declare that the above particulars are true to the best of my knowledge and belief.

UNNIKRISHNAN J S

