

Digital Marketing Executive

Sooraj P

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PROFESSIONAL SUMMARY

Digital marketing intern with practical experience in social media management, paid advertising, content creation, and search engine optimization (SEO). Currently managing client social media and ad campaigns at Alkor Cyberspace following digital marketing training at AIBI Campus, Kochi.

WORK EXPERIENCE

Digital Marketing Intern

Alkor Cyberspace, Kochi | 6 July 2026 - Present

Expected completion: 3 November 2026

- Manage social media and paid ads for Star X Academy and Solmuse by Alankar.
- Build content calendars, edit videos, and design posters and ad creatives for client campaigns.
- Supported SEO work for Alkor Cyberspace during the first three weeks of the internship.
- Published and managed YouTube channel content for Village Cotton.

EDUCATION AND TRAINING

Digital Marketing Training and Internship

AIBI Campus, Kochi | December 2025 - April 2026

- Assisted with Meta Ads campaign management.
- Conducted keyword research and SEO audits, and tracked SEO performance.

High School | Government High School, Meppadi | 2020

SKILLS AND TOOLS

Social media: Social media management, content calendars, content creation, video editing, poster design.

Advertising: Meta Ads Manager (Facebook and Instagram), Google Ads, pay-per-click (PPC) campaigns.

SEO and analytics: On-page SEO, off-page SEO, keyword research, SEO audits, Google Analytics, Google Search Console. Other tools: Canva, WordPress, Microsoft Excel.

CERTIFICATIONS

CPD-Certified Professional Digital Marketing | Google Digital Marketing Certification

HubSpot Content Marketing Certification | SEO and SMM Certification