



# BIJO. C. JOHN

## MARKETING EXECUTIVE

A marketing professional with entry-level experience specializing in brand messaging, storytelling, competitive analysis, and communication. A strong history of supporting the development of marketing campaigns and advertisements for large businesses.

## EXPERIENCE

### MARKETING INTERN

Lulu Group International

- Coordinate with marketing specialists, product managers, and social media marketing staff to develop campaigns to support the launch of new products
- Analyze competitors and research target markets to create brand messaging that resonates with the customer base
- Improve followership across Facebook, Twitter, and Instagram by 100% to 150% by identifying optimal release times for posts and creating quality marketing copy
- Create presentations for the marketing team featuring marketing indicators and key performance indicators (KPIs)

## PROFESSIONAL SKILLS

Marketing Management

Strategic Planning

Managing Events/Projects

Print and Digital Media

Digital Ads

Offline Ads

Networking


Business Development

Social Media

## DECLARATION

I declare that the information provided in this CV is accurate and complete to the best of my knowledge

**Bijo. C. John**

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 UAE

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION

#### Marketing and systems

LEAD College of Management  
Kerala, India

2021 - 2023

### BACHELOR OF COMPUTER APPLICATION

Mar Dionysius College  
2018 - 2021

## TECH SKILLS

