



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

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



DECLARATION

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

Bijo. C. John