






JOYSON LOBO

MARKETING & SALES

 Dubai. UAE

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CAREER OBJECTIVE

A highly motivated and academically accomplished individual with a Bachelor of Business Administration (BBA) degree, majoring in Marketing, and a Diploma in Digital Marketing. Eagerly seeking an entry-level position in marketing and Sales to apply my academic knowledge, strong interpersonal skills and eagerness to contribute to a dynamic organization.

EDUCATION

DIPLOMA IN DIGITAL MARKETING

IPCS Global Bejai, Mangalore.

BACHELOR OF BUSINESS ADMINISTRATION

Specialization in Marketing and Advertising

2020 - 2023

St. Aloysius College, Autonomous, Mangalore.

PRE-UNIVERSITY

2018-2020

Sacred Heart PU college, Madanthyar.

PROFESSIONAL SKILLS

SEO	<div><div></div></div>
SEM	<div><div></div></div>
SOCIAL MEDIA MARKETING	<div><div></div></div>
E-MAIL MARKETING	<div><div></div></div>
AFFILIATE MARKETING	<div><div></div></div>

SOFT SKILLS

- Strong interpersonal & communication skills.
- Understanding of marketing principles & consumer behavior
- Quick learner with the ability to adapt to new challenges.
- Time management & organizational skills.
- Team player with the desire to collaborate & contribute to team success.

PASSPORT

PASSPORT NO	————	Y9663936
NAME	————	JOYSON LOBO
COUNTRY	————	INDIA
DATE OF ISSUE	————	25/09/2023
DATE OF EXPIRY	————	24/09/2033
VISA STATUS	————	VISIT VISA
EXPIRY OF VISA	————	04/12/2023

SKILLS:

MARKETING:

- ✓ Market research & analysis
- ✓ Product development & branding
- ✓ Advertising & promotional strategies
- ✓ Competitor analysis

DIGITAL MARKETING:

- ✓ Knowledge of Google Analytics & Google Ads
- ✓ Social media management & advertising
- ✓ Email marketing campaign creation & analysis
- ✓ Keyword reasearch and analysis

ANALYTICAL & TECHNICAL SKILLS:

- ✓ Data analysis & interpretation
- ✓ Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint)
- ✓ Familiarity with marketing tools (MailChimp, Canavas)

LANGUAGE

ENGLISH

HINDI

KANNADA