

# Midhun Jayan

Digital Marketer

## CONTACT ME

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## EDUCATION

- BBA**  
**University of Kerala (Under Graduate)**  
2018-2021
- Higher Secondary**  
**Kerala Higher Secondary Education Board**  
2016 - 2018
- Date of Birth**  
**03-10-1999**

## SKILLS

- SEO
- SMM
- Facebook Ads
- Google Ads
- Keyword Research
- Website Management

## WORK EXPERIENCE

Digital Marketing Executive  
**Talrop (Steyp pvt Ltd) | Kerala** 2022 - 2023

- Developed and implemented digital marketing strategies to increase brand awareness and drive customer engagement.
- Managed social media channels, including content creation, scheduling, and community engagement.
- Executed targeted Facebook Ads campaigns, optimizing for conversions and ROI.
- Conducted keyword research and implemented SEO strategies to improve website visibility and organic traffic.
- Collaborated with cross-functional teams to ensure alignment of digital marketing initiatives with overall business goals.

Social Media Executive  
**Media8 | Kerala** 2023 - 2024

- Spearheaded digital marketing campaigns to promote client products and services across various online platforms.
- Leveraged expertise in Google Ads to optimize campaigns and maximize lead generation.
- Conducted in-depth keyword research to enhance website ranking and drive targeted traffic.
- Managed social media accounts, engaging with followers and monitoring performance metrics.
- Created compelling content for blogs, social media posts, and email newsletters to engage and inform the audience.

## Languages

- Engilsh
- Hindi
- Malayalam