



Kavya Mol.P.B

DIGITAL MARKETING EXECUTIVE

ABOUT ME

Hi, I'm kavya . I am Completd BSc Computer Science. Currently working as a Digital Marketing Trainee in UBL International, Cochin. So, I'm interested in meeting people with similar backgrounds, and I'm considering changing jobs this year so I'm curious to learn about the work environments in di-ent companies.

WORK EXPERIENCE

10TH OCTOBER 2019 – PRESENT

DIGITAL MARKETING EXECUTIVE UBL INTERNATIONAL COCHIN, DUBAI

Responsibilities:

- Performing site specific keyword research, competitive analysis and detailed technical of the company's website/s to ensure the health of the website in the online space.
- Managing the day-to-day search marketing activities across multiple search engines
- Providing recommendations and execute/manage strategies for content development in coordination with SEO goals
- Developing and implementing link building campaigns, perform back link analysis
- Implementation and administration of search engine programs (XML sitemaps, webmaster tools)
- Monitoring and evaluating web analytics dashboards and reports in order to develop and recommend SEO strategies
- Email Marketing Using Mailchimp and Elasticemail. SEMRush and Ubersuggest
- Web hosting and Cpanel management.

JUNE 2018 TO FEB 2019

TECHNICAL EXPERIENCE:

- Minor project in php botique management.major project in agro. And worked as a trainee in UI developer in claysys technologies. Working as an seo analyst at UBL International
- **TOOLS USED:** TurboC, JDK, MS Office, MS SQL, share point, semrush, ahref, webmaster, Google adwords

CONTACT DETAILS

- ✉ kavyababu1517@gmail.com
- ☎ +91 9539375068
- 🌐 LinkedIn/Name
- 📘 Facebook/Name
- 📍 Puthuval Nikarth,CMC 3, Cherthala, Alappuzha

SKILLS

DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION

EMAIL MARKETING

SOCIAL MEDIA MARKETING

CONTENT WRITING

SEARCH ENGINE MARKETING

WEB HOSTING & MAINTENANCE

HTML5 & CSS3

DESIGNING

REFERENCE

SALEESH SN

Digital Marketing Executive
UBL Group Dubai UAE
M: +971 586683346

SUVARNA

SENIOR SEO EXECUTIVE
UBL INTERNATIONAL COCHIN
M:+91 96331 23015

SEO & GOOGLE TOOLS



EDUCATIONAL QUALIFICATIONS:

2012 TO 2016



BSC COMPUTER SCIENCE

(KERALA UNIVERSITY,)

Naipunnaya School Of Management, Kerala University, Cherthala, Alappuzha

2010 TO 2012



HIGHER SECONDARY (KERALA STATE BOARD)

T D H S S Thuravoor

2010



MATRICULATION (10TH) KERALA STATE BOARD

St. Mary's G H S Cherthala



TECHNICAL COURSE:

Advanced Embedded system Design using PIC and ARM based microcontroller

VLSI design using VHDL

Orcad (Schematic, PCB Layout)

Project on Irrigation system, Weather monitoring using arm and Visual Basic, FPGA Implementation of 4 bit Vedic Multiplier using VHDL

PROJECT DETAILS

WEBSITE NAME	KEYWORDS	POSITION
www.ubltravels.com		
www.ublauditing.com		
www.addubaevents.com		

PERSONAL PROFILE

Date of Birth : 15/01/1999
Gender : Female
Father's Name : P T Babu
Mother's Name : Mini Babu
Mother tongue : Malayalam
Languages known : English, Malayalam,
Contact Address : Puthuval Nikarth, CMC 3,
Cherthala Alappuzha

DECLARATION:

I hereby declare that all the information stated above is true to best of my knowledge and belief. I take the responsibility of any mistakes in data if occur in future.

Place: Alappuzha

Date :

Sincerely,

Kavya Mol.P.B