

AMRUTHA EV

DIGITAL MARKETER

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Summary

Highly skilled Digital Marketer equipped with a Master's degree in Computer Applications and an impressive background in computer science, ASP.NET, and digital marketing. Proven success in SEO, SEM, and social media marketing, with a knack for creating compelling content and impactful marketing campaigns. Demonstrates proficiency in analytics and reporting, with a strong command of tools like Google Analytics and Meta Insights. Known for exceptional brand strategy planning, creative ideation, and clear communication. Adept at utilizing marketing automation tools like Mailchimp, HubSpot, and Canva to maximize campaign efficiency and ROI.

Experience

asp.net developer libratech	2018-01-23 - 2019-07-23 MALAPPURAM
digital marketing intern epic ventures	2025-08-01 - Present Dubai UAE

Education

Masters Degree in MCA Calicut university center for computer science and information technology kuttippuram	2013 - 2016
Bsc. in computer science college of applied science vattamkulam	2010 - 2013
Certification course in ASP.NET India Options	2016 - 2017
Certification course in Digital marketing Skill Mount	2025 - 2025
Certification course in MVC India Options	2016 - 2017

Certifications

Knowledge and Human Development Authority (KHDA) -DUBAI UAE
GCC Based Internship Certification -Epic ventures UAE -DUBAI
Google Analytics Certificate-2025
Fundamentals of digital marketing Certificate
Google Ads AI Powered Performance Certificate
Meta Blueprint Certification – Digital Marketing Associate (2025)
ASP.NET & C# Certificate
.NET MVC Certificate
Red Hat Certification
Oracle Certification
microsoft partner silver learning certificate
Content marketing Certification by Hubspot Academy
Google Ads Video Certification
Google Ads Search Certification
SEO Fundamental Course with GREG GIFFORD Certificate

Projects

Meta Ads Awareness Campaign

Created 3 ad sets targeting different audience segments, achieving 50K+ impressions and a 4% click-through rate within 10 days.

Skills

- **SEO (Search Engine Optimization)** – Keyword research, On-page & Off-page SEO
- **SEM (Search Engine Marketing)** – Google Ads, Bing Ads campaign management
- **Social Media Marketing** – Instagram, Facebook, LinkedIn, YouTube content creation & ad campaigns
- **Content Marketing** – Blog writing, email campaigns, copywriting
- **Analytics & Reporting** – Google Analytics, Meta Insights, ROI tracking
- **Marketing Automation Tools** – Mailchimp, HubSpot, Canva
- **Brand Strategy & Planning** – Brand positioning, audience targeting
- **Creativity & Communication** – Generating creative ideas, clear communication
- HTML, CSS, and ASP.NET knowledge
- Website optimization and content management
- Familiarity with WordPress and e-commerce platforms and Shopify

Languages

Malayalam	● ● ● ● ● ●
English	● ● ● ● ● ●
Hindi	● ● ● ● ● ●
Tamil	● ● ● ● ● ●

Hobbies

- **Reading & Learning** – Staying updated with digital marketing trends, SEO techniques, and social media strategies.
- **Digital Learning & Technology** – Exploring SEO tools, analytics, and AI in marketing.
- **Networking & Community Engagement** – Participating in online forums, workshops, and marketing communities.

Personal Details

Date of Birth: 30.05.1992
Nationality: Indian
Marital Status: Married
Gender: Female

Capella - FTA Approved Tax Consultancy-UAE DUBAI

Social Media Strategy for Capella. Developed content plan & creatives for Instagram and Facebook. Achieved 40% increase in engagement rate and consistent follower growth.

Instagram Marketing for Abdul Aziz Restaurant (UAE) DUBAI

Created optimized Instagram profile, designed posts & stories. Improved local reach, resulting in higher customer orders and walk-ins.

Profile Optimization & Growth – Grow Learn

Grow Learn. Conducted competitor analysis & suggested content ideas. Helped improve profile visibility and audience interaction.

website developement

for kalika folk band using wordpress

develop a shopify website

for glowina jewels