



Bengaluru, India  
9895450007 · me@jayaraj.me

## Jayaraj M S, Digital Marketing Strategist

14+ years, pretty qualified Digital Marketing Consultant. Handled Indian, foreign company's activities. Hands on experience from strategising to implementation and evaluation. Started own Digital Marketing business in 2011 as it became the passion. Quality oriented execution and an eye for data analytics.

### Employment History

#### Head - Digital Marketing at U2L Learning Solutions Ltd., Mumbai

May 2021 — August 2022

Served as a core management team coordinating the overall transformation of the brand from Future Learning a future group company to U2L Academy. Handled complete digital transformation and overall online reputation management. Strategised multiple campaigns on brand visibility and rural engagement.

#### Digital Marketing Consultant at Freelance Consulting, Bengaluru

September 2020 — May 2021

Since the COVID 19 pandemic, I have engaged with consulting projects for different organizations. C2C Organizational Development was one of them. Completely concentrated on the UI/UX design and its development. That included a custom CMS integration for content updates. Not to mention the On-Page Search Engine Optimization integration.

#### Digital Marketing Specialist at SkyPoint Cloud, Bengaluru

January 2020 — May 2020

A start-up, working in the Customer Data Platform, a tool that'll be used to leverage the technology and behavioural conditions of the data into cost-effective marketing. Engaged from user experience design and its developments to brand-building and lead generation.

#### Digital Marketing Manager at myApps Solutions Pvt. Ltd., Bengaluru

April 2019 — November 2019

Specifically concentrated on internal brand visibility and organic search position ranking. Initiated a balanced Digital Marketing campaign of an in-house product with 800% return. Strategised UI/UX transformation of selected client based works.

#### Digital Marketing Manager at Fourtiseven Digital Marketing, Thiruvananthapuram

January 2011 — February 2019

Own business with a team of 22. Planned, and executed several activities for many Indian and foreign clients. Complete understanding of all the details that need to be executed to successfully implement a campaign strategy. Dealt with different categories of businesses for their strategising and engagements in different marketing platforms.

## Virtual Assistant at 247 Virtual Assistant, Thiruvananthapuram

September 2009 — December 2010

Served as a Virtual Assistant to US and UK clients on secretarial and research-oriented activities.

## Customer Service Executive at Reliance BPO Private Ltd., Chennai

December 2008 — July 2009

Attended calls from the customer of Reliance to evaluate queries and provide required assistance and solutions where needed.

### Education

## BCA, ISBM University , Gariyaband

July 2019 — September 2022

### Links

[Linked In](#)

### Skills

- Digital Marketing
- Analytical Thinking Skills
- Creative Problem Solving
- Content Creation
- Email Marketing
- Adobe Creative Suite
- Project Management
- Social Media Management
- Web Audit
- Google Analytics
- Social Media
- UI/UX Research

### Courses

## Digital Marketing Certification at Google

April 2017 — June 2017

## HTML, CSS at Self Study

May 2020 — July 2020

### Extra-curricular activities

## Executive Member at Ex NCC Cadets Association, Thiruvananthapuram

September 2010 — Present

Being served in NCC during college time helped improve my character and leadership capabilities. I am contributing back to my society what we have learned and earned.

## Member at Kollam District Rifle Association, Kollam

May 2017 — December 2018

Passionate about shooting competitions during college when served in NCC. I have kept my passion along as it helps to improve my personal and professional skills.

Hobbies

**Drawing, Driving, Paradoxes, Creative writing, Problem-solving, and Learning.**

Languages

**English** Highly proficient

**Hindi** Very good command

**Tamil** Very good command

**Malayalam** Native speaker

References

**Febin Robert from Reliance BPO Pvt Ltd.**

Phone \_\_\_\_\_ 9645092512

**Yadu Muntha from myApps Solutions Pvt. Ltd.**

Phone \_\_\_\_\_ 9632913036