



# VIPIN LOUKA VARGHESE

## DIGITAL MARKETING



### ABOUT ME

A self motivated and accomplished digital marketing professional with over 7 years of distinguished performance in various industries including IT, FMCG, Healthcare, E-commerce, Education etc. Portfolio of achievements includes increasing sales and brand visibility. Proactive manager, team builder, and tactical player with ability to hire, train and motivate.

# Market Research and Analysis, Digital Marketing, SEO, Social Media, Content Marketing

# Marketing Communications, Presentations, Viral Video Campaigns, Training

# Brand Building, Monitoring, Promotional strategies



### WORK EXPERIENCE

**DIGITAL MARKETING AT JOYLIFE, BAHRAIN** (November 2015 – May 2016)

**DIGITAL MARKETING CONSULTANT FOR LSG LLC, USA** (2014)

**TEAM LEAD DIGITAL MARKETING AT GSTi TECHNOLOGIES** (July 2013 – Sept. 2015)

**DIGITAL MARKETING FOR MERIDIAN RESERVATION SYSTEM** (2011 August- July 2013)

**SEO & SOCIAL MEDIA CONSULTANT FOR KIDSWORLDFUN** (2011 – 2013)

**SEO ANALYST FOR IPSR SOLUTIONS** (Feb. 2010 – May 2011)

**SEO EXECUTIVE FOR OREGON TECHNOLOGIES** (2009 Feb to 2010 Feb)



### AWARDS

**AWARD OF EXCELLENCE FOR OUTSTANDING MARKETING INITIATIVES BY GSTi Technologies India Pvt. Ltd (2013)**

**CLIENT AWARD OF EXCELLENCE BY Johnson Technologies Systems, Inc. (2014)**



### SKILLS

VISUAL STUDIO

HTML | STRUCTURED DATA | CSS

NETINSIGHT

JOOMLA | BIGCOMMERCE | WORDPRESS | ECWID | MAGENTO

XENU



## PERSONAL DETAILS

Name: Vipin Varghese

Date of Birth: 23-3-1984

Father's Name: L.Varghese

Passport No: H0287525

Passport Expiry: 28-08-2018

MS WORD | EXCEL | POWER POINT

GOOGLE ANALYTICS

FIREBUG

KEYWORD PLANNER

OPEN SITE EXPLORER

MOOVLY VIDEO MAKER



## EDUCATION

MBA (Distance)	SM UNIVERSITY	2018
IELTS	BRITISH COUNCIL	2010
Internet Marketing (Training)	OREGON TECHNOLOGIES	2009
MA (English language & Literature) (Regular)	MG UNIVERSITY	2008
BA (English language & Literature)	MG UNIVERSITY	2005



## LANGUAGES

ENGLISH

SPEAK

READ

MALAYALAM

SPEAK

READ

HINDI

SPEAK

READ



## CONTACT

Valiyakulam House,  
Vechoor PO, Vaikom,  
Kottayam, Kerala,  
India PIN - 686144

+91 9946397879

+91 4829 275422 (Home)

vipinlouka@gmail.com

+91 994 6397879

## WORK SAMPLES



[A Prologue to Digital Marketing Trends in 2016](#) (Published on LinkedIn)

<http://www.lsg.com> & <http://www.blog.lsg.com/authors/vipin>

<http://www.gstiindia.com>

<http://www.infoniagara.com>

<https://web.facebook.com/Niagarafalls.Sharing.Wonders.With.World>

<https://www.youtube.com/watch?v=-juzBeF2270>

<http://www.kidsworldfun.com>

<http://itcertificationindia.blogspot.com/> (Managed in 2009)