



BASIL ELDO

(Digital Marketing Manager)

As a digital marketing manager I am responsible for developing, implementing and managing marketing campaigns that promote a company and its products and/or services. I play a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers also I'm good in identifying and evaluating new digital technologies and uses Web analytics tools to measure site traffic to better optimize marketing campaigns, email marketing, social media and display and search advertising. My experience in this field is 3 years and it helped me to Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns Design, build and maintain our social media presence, Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs), Identify trends and insights, and optimize spend and performance based on the insights, Brainstorm new and creative growth strategies. Currently I am working in Corentive Digital solutions and collaborate with internal teams to create landing pages and optimize user experience. It's my pleasure to be a part of team Corentive.

Work experience

1. Expose infotech, Kozhikode

Career Guru (<https://www.careerguruonline.com>)

IAWT (<http://iawtacademy.com>)

2. Corentive Digital Solutions, Kozhikode.