

VYSHNAV P

DIGITAL MARKETING SPECIALIST

Vyshnav.p, Malappuram | ✉️ whyshnavp@gmail.com | ☎️ +91 9539574569 | [Linkedin](#) |
DOB: 25-12-2001 | Nationality: Indian | Gender: male | Passport No. : B9273160 |

SUMMARY

Dynamic Digital Marketing Specialist with a strong track record of driving brand visibility, engagement, and lead generation across multiple online platforms. Skilled in developing data-driven strategies, executing high-impact social media campaigns, optimizing SEO/SEM performance, and managing paid advertising to maximize ROI.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER **Sept 2024 – Present**
(CHRYSALIS ACADEMY FOR EXCELLENCE)

KEY RESPONSIBILITIES :

- Created and managed content across all social media platforms to boost engagement and visibility.
- Designed posters, reels, and academic updates to support admissions and promotions.
- Planned monthly content calendars and coordinated with faculty for accurate educational content.
- Monitored analytics to improve reach, engagement, and lead generation.

DIGITAL MARKETING & SEO SPECIALIST **JULY 2023 – JUNE 2024**
(AIINGO)

KEY RESPONSIBILITIES :

- Optimized website performance through on-page and off-page SEO, improving rankings and organic traffic.
- Managed Google Ads and social media campaigns to boost lead generation and brand reach.
- Conducted keyword research, content planning, and technical audits for continuous SEO growth.

SKILLS

Web development , SEO, n8n automation , social media managing , Google ads, Meta ads , Ai video production , Email marketing , AEO , content creation , Graphic design

EDUCATION

BACHELOR OF SCIENCE - POLYMER CHEMISTRY **June 2019 – March 2022**
M.E.S valanchery

HIGHER SECONDARY EDUCATION **June 2017 – March 2019**
National Higher Secondary School, kulathur

S.S.L.C **June 2017 – March 2018**
National High School, kulathur

ADDITIONAL INFORMATION

- **Languages:** English, Malayalam.