

RANJITHA R

DIGITAL MARKETER

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CAREER OBJECTIVE

A motivated and results-driven Digital Marketing professional and a dedicated Programming & Data Instructor. I specialize in teaching and applying core digital marketing principles, including Google Ads, Meta Ads, and SEO, to achieve specific KPIs. My experience in both the classroom and in freelance projects allows me to bridge the gap between theoretical knowledge and practical application. I am proficient in using Power BI and Advanced Excel to analyze campaign performance and provide strategic, data-driven recommendations, ensuring I can both teach and execute effective marketing strategies.

WORK EXPERIENCE

Digital Marketing Freelancer

June 2024 – Present

- **Managed social media accounts** and executed targeted ad campaigns for various clients, including local restaurants.
- Implemented **Meta Ads and Google Ads strategies** to increase online visibility and drive customer engagement.
- Utilized **SEO best practices** to optimize social media and web content for improved search ranking.

Programming & Data Faculty | ICS India

June 2023 – Present

- **Conducted training on data analysis and visualization tools** like Power BI and Advanced Excel, applicable to tracking digital marketing campaign performance.
- Mentored over 100 students on **data-driven project execution**, demonstrating an ability to lead and manage campaigns from concept to completion.
- Developed and delivered workshops on web development (HTML, CSS, JavaScript), providing a strong understanding of website and landing page optimization for marketing funnels.
- **Participated in team-based instruction** by leading both virtual and in-person workshops on data visualization and analytics concepts.
- Conducted online and offline classes using Google Meet, Zoom, and LMS tools.

TECHNICAL SKILLS

Digital Marketing: Meta Ads, Google Ads, SEO, Email Marketing, LinkedIn Marketing, Content Creation, Social Media Management

Data Analytics: Microsoft Power BI, Advanced Excel (Pivot Tables, Charts), Python (Pandas, Numpy)

Web Development: HTML, CSS, JavaScript, Django (framework)

Other Tools: MS Office, Git, VS Code, Wordpress

PROJECTS

- **Freelance Digital Marketing for Restaurants:** Currently managing social media accounts, running **Meta Ads campaigns**, and implementing **SEO-friendly content strategies** to increase online brand presence.
- **Sales Dashboard in Power BI:** Developed an interactive dashboard to **analyze regional sales performance**, demonstrating skills in data visualization and reporting essential for digital marketing analytics.
- **Student Result Analysis (Excel + Python):** **Conducted data analysis** on performance data using **Pandas and Excel**, preparing charts and reports to visualize trends—a direct skill for analyzing marketing campaign results.

EDUCATION

Master's degree in Computer Science, University of Calicut - 2023 | GPA: 83%

Bachelor's degree in Computer Science, University of Calicut - 2021 | GPA: 78.76%

CERTIFICATIONS

- Certified Software Developer - Java, Camerinfools, Cochin
- Microsoft Office Specialist: Excel - CCST College
- Web Designing - CCST College
- Power BI Workshop - United Latino Student Association

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Malayalam, Tamil