

ABIN BINOY

Digital Marketing Specialist

A results-driven Digital Marketing Specialist with over 4+ years of experience in digital marketing, seeking to leverage extensive expertise in paid search advertising, campaign optimization, and performance analysis to contribute to a well-established marketing company or agency.

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PROFILE SNAPSHOT

With 4 years of dynamic experience in digital marketing, I have excelled as a PPC Management Head at a Canadian ads agency, adeptly handling 10+ ad accounts. My proficiency extends to serving as a PPC Manager for 5+ companies across diverse industries in Dubai, USA, UK, Canada, and UAE. I've successfully managed PPC campaigns for educational services, travel and tourism, eCommerce, and various sectors. Additionally, I've orchestrated social media management for 10+ pages and websites. Proficient in "Pay Per Click (PPC)," "Google Ads," and "Search Engine Marketing (SEM)," my holistic experience uniquely positions me for impactful digital strategies

SKILLS



WORK EXPERIENCE

Senior Digital Marketing Specialist Royal Vision Tourism L.L.C

06/2023 - Present

Achievements/Tasks

Google Ads:

- *Managed Google Ads campaigns to drive targeted traffic and achieve KPIs, including increased leads and conversions.*
- *Optimized PPC strategies through keyword research, ad copy testing, and bid adjustments, resulting in 85% improved ROI.*
- *Conducted A/B testing for ad creatives and landing pages to enhance performance and maximize click-through rates (CTR).*
- *Conversion Tracking For Measure which ads drive customers to take actions*
- *Performance Max campaign is a goal-based Campaign type that allows performance advertisers to access all Plat Form*

Search Engine Optimization (SEO):

- *Develop and Execute SEO strategies to increase website traffic and improve search engine rankings.*
- *Optimize Website content, including text, images, and metadata, for improved search visibility*
- *Implement on-page and off-page optimization techniques, including link building and content marketing.*

Digital Strategy and Campaign Management:

- *Develop and implement comprehensive digital marketing strategies to achieve business objectives.*
- *Plan and execute campaigns across various channels, including social media, email, search engines (SEO/SEM), and display advertising.*
- *Collaborate with the sales and product teams to promote specific*

Social Media and Content Marketing :

- *Manage social media accounts (Instagram, Facebook, LinkedIn, etc.), creating and scheduling engaging content.*
- *Design and run social media ad campaigns to drive audience engagement and conversions.*
- *Work with designers and content creators to produce high-quality visuals, blogs, and videos that resonate with the target audience.*

Website Optimization and Analytics :

- *Optimize website for user experience (UX) and search engine performance (SEO).*
- *Track website traffic and campaign performance using tools like Google Analytics and provide actionable insights.*
- *Ensure website content is updated with fresh and relevant information, including tourism packages and promotions.*

Performance Monitoring and Reporting :

- *Monitor and analyze the effectiveness of marketing campaigns and initiatives.*
- *Prepare performance reports and suggest improvements to increase ROI.*
- *Stay updated on digital trends and adjust strategies to remain competitive in the market.*

Email Marketing and Lead Generation :

- *Design and execute email marketing campaigns to nurture leads and retain customers.*
- *Use CRM tools to manage leads and track the success of campaigns.*

Skills and Competencies

- **Digital Expertise:** Proficiency in SEO, SEM, Google Ads, social media platforms, and email marketing tools.
- **Creative Thinking:** Ability to design engaging campaigns and content tailored to the tourism audience.
- **Analytical Skills:** Strong data analysis capabilities to track and optimize campaign performance.
- **Technical Proficiency:** Familiarity with tools like Google Analytics, Adobe Photo Shop, Canva, and marketing automation platforms (e.g., Chat Gpt, Writer, HubSpot).



WORK EXPERIENCE

Junior Digital Marketing Specialist Computer Park Education & IT

08/2019 - 06/2023

Achievements/Tasks

Social Media Marketing:

- **Developed and executed social media strategies** across platforms such as Facebook, Instagram, and Twitter to boost brand awareness and engagement.
- **Monitored social media channels** and engaged with audiences to build community and address customer inquiries.
- **Analyzed social media metrics** to evaluate campaign effectiveness and refine strategies, leading to 80% increase in follower growth and engagement.

Google Ads:

- *Conceptualize & Implement Pay Per Click media strategies specifically for Google*
- *Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics*
- *Handle display network placement lists on Ad Words and through other affiliate partners*

Graphic Designing:

- *Created compelling visual content* for digital marketing campaigns, including banners, infographics, and social media posts.
- *Designed brand assets* such as logos, brochures, and marketing materials to support consistent branding efforts.
- *Utilized tools like Adobe Photoshop, Illustrator, and Canva* to produce high-quality graphics tailored to campaign objectives.



EDUCATION

BSC. Computer Science | 2019 APJ Abdul Kalam University, India



CERTIFICATIONS

Google Ads Search

Google Ads Display

Diploma in Digital Marketing

Google My Busines