



SNEHA SUKUMAR A

BA PHILOSOPHY & PSYCHOLOGY
DIGITAL MARKETING EXECUTIVE

CONTACT ME

Phone: +91 88919 88255

Email: sreel1912@gmail.com

Portfolio:
snehasukumara.42web.io

LinkedIn: /sneha-sukumar-a

Instagram: @sree_l_1912

Facebook: /snehasukumar

Address: Lakshmisree, Pooja
Nagar, Kallekulangara PO,
Palakkad – 678009, Kerala

CURRENT STATUS

Digital Marketing Executive
with 6 months of hands-on
experience in SEO, social
media and content
marketing. Actively seeking
new opportunities and
available to join
immediately.

CORE STRENGTHS

8+ years of professional
experience in customer-facing,
data and analytical roles

Self-built and self-managed
personal portfolio website

Strong attention to detail and
data accuracy

Fast learner, currently upskilling
in digital marketing tools

REFERENCE

Saleesh S N

Director

Metahash Digital Media LLP

M: +91 9847 273531

Mail: info@themetahash.com

PROFILE

Motivated and detail-oriented Digital Marketing professional with 6 months of hands-on experience as a Digital Marketing Executive, backed by 8 years of prior experience across data analysis, recruitment, customer service and quality-focused operational roles. Skilled in market research, SEO, social media marketing, content creation and Google Ads, and has independently designed and built a personal portfolio website. Brings a strong analytical mindset, disciplined attention to detail, and proven relationship-management skills, all directly applied to planning data-driven campaigns, creating engaging content and delivering measurable marketing results.

SKILLS & EXPERTISE

Digital Marketing Fundamentals

Social Media Marketing

Content Creation

Search Engine Optimization (SEO)

Google Ads Basics

Graphic Designing (Canva)

Advanced Excel & Data Analytics

DTP & Layout Design

Basic Video / Reel Editing

Lead Generation

Portfolio Website Management

Customer & Market Research

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

@ Metahash Digital Media LLP, Kaloorkochi

FEBRUARY 2026 – JULY 2026

Developing Digital Marketing Strategies, Market Research & Analysis: Conduct market research to tune target audiences, their behavior, and preferences. Analyze competitors' strategies.

GIS DATA & IMAGE ANNOTATION ASSOCIATE (Content Accuracy & Data Tagging)

@ Wipro BPS, Bangalore

AUGUST 2025 – FEBRUARY 1, 2026

Labelled and classified large volumes of image and map data to strict quality guidelines — a skill set directly transferable to accurate content tagging, SEO metadata and digital asset organisation. Maintained high accuracy while consistently meeting daily targets under deadline pressure.

EXPERIENCE (CONTINUED)

RECRUITMENT & SOURCING COORDINATOR (Talent Outreach & Communication)

@ Recruitsmart Staffing Pvt. Ltd., Bangalore

JULY 2025 – AUGUST 2025

Sourced and screened candidates through job portals, LinkedIn and social media, and coordinated interviews with hiring teams — building hands-on experience with social platforms, audience targeting and persuasive written communication, all core to social media and outreach marketing.

FINANCIAL DATA ANALYST (Budgeting & Reporting)

@ Legacy Sportswear, Palakkad

2022 – 2024

Analysed budgets, income statements and cash-flow data to support business decisions, and prepared audit summaries with clear, data-backed recommendations — the same analytical approach now applied to reading campaign metrics, tracking ROI and reporting on marketing performance.

DATABASE & DATA ENTRY SPECIALIST (GST Section)

@ Online GST Section

2020 – 2022

Accurately entered and maintained large volumes of records across data entry software, developing strong database management habits — valuable for managing CRM records, email lists and lead databases in a marketing role.

BUSINESS DEVELOPMENT EXECUTIVE (Customer Engagement)

@ Legacy Sportswear, Palakkad

2017 – 2020

Built and maintained long-term customer relationships, identified new market opportunities and supported marketing strategy for the store — developing a strong understanding of customer psychology and persuasive communication now applied to audience-focused content and campaigns.

EDUCATIONAL QUALIFICATIONS

BA PHILOSOPHY (Applied & General Psychology) | 2017

@ Govt. College, Chittoor, Palakkad — 55%

HIGHER SECONDARY (PLUS TWO) | 2014

@ NSS, Akathethara, Palakkad — 81.3%

SSLC | 2012

@ St. Thomas Convent, Palakkad — 75%

TECHNICAL QUALIFICATIONS

ONLINE DIGITAL MARKETING CERTIFICATION | 2026

@ One Code Digital Academy — SEO, Social Media Marketing, Content Marketing & Google Ads

SELF-BUILT PORTFOLIO WEBSITE

snehasukumara.42web.io — designed and published independently

SOFTWARE & TOOLS

Ex	ADVANCED EXCEL	
Ca	CANVA / GRAPHIC DESIGN	
Al	SEO / GOOGLE ADS BASICS	
Wp	DTP / LAYOUT DESIGN	
MS	MICROSOFT OFFICE	
Vi	VIDEO / REEL EDITING	

LANGUAGES

MALAYALAM	
ENGLISH	
TAMIL	
KANNADA	

PERSONAL DETAILS

Nationality	: Indian
Date of Birth	: 24th October 1994
Gender	: Female
Languages	: Malayalam, English, Tamil, Kannada
Address	: Palakkad, Kerala, India

DECLARATION

I hereby declare that the above information is true to the best of my knowledge and belief.

Place: Palakkad

Date:

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