



MATHEW P SABU

DIGITAL MARKETING SPECIALIST

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LANGUAGES

- English ██████████
- Malayalam ██████████
- Tamil ██████████

STRENGTHS

- Strategy Development
- Data Analysis
- Self learner
- Time Management
- Idea Generation
- Communication
- Leadership
- Growth Mindset
- Delivering Results
- Passion & Curiosity

SOFTWARE SKILLS

- ADOBE PHOTOSHOP ██████████
- ADOBE ILLUSTRATOR ██████████
- VISUAL STUDIO CODE ██████████
- WORDPRESS ██████████
- MICROSOFT OFFICE ██████████

PROFILE

I am a passionate Digital Marketing Executive with hands-on experience in Search Engine Optimization, Social media marketing, content marketing, and website optimization. I enjoy creating data-driven strategies that improve online visibility, generate quality lead, and strengthen brand presence

SKILLS & EXPERTISE

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Social Media Marketing
- Google Ads (Search, Display, YouTube)
- Content Marketing
- Data Analytics and Reporting
- Basic HTML/CSS
- Google Business Listing
- Branding & Graphic Design
- Wordpress SEO
- Domain & Web Hosting
- Outlook Configuration
- LinkedIn & Insta Ads
- Lead generation

EXPERIENCE

PROCESS EXECUTIVE

@ AABASOFT

SEP 2024 - NOV 2025 | KAKKANAD KOCHI

- Worked as a Process Executive at Aabasoft (2024–2025), handling sales coordination, customer support, CRM updates, and order processing while ensuring customer satisfaction and supporting sales targets.

DIGITAL MARKETING EXECUTIVE

@ Metahash Digital Media LLP, Kaloor Kochi

NOVEMBER 2025 - APRIL 2026 | KALOOR KOCHI

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

PERSONAL DETAILS

Nationality : Indian
 Date of Birth : 22 SEP 1997
 Marital Status : Single
 Interest : Travelling
 Hobbies : Listening Music

EDUCATIONAL QUALIFICATIONS

Diploma in Digital Marketing

Metahash Digital Media

B.A Economics

Mahatma Gandhi University, Kerala India 2016-2019

DECLARATION

I hereby declare my unwavering commitment to upholding the values of integrity, ethics, and confidentiality in all aspects of my professional life.

Place: kothamangalam

Date:

Mathew Sabu