



NITHUL MADHUSUDANAN

DIGITAL MARKETING EXECUTIVE

MBA MARKETING

9 YEARS OF EXPERIENCE IN SALES AND MARKETING

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PROFILE

Results-driven Digital Marketing Professional with 2 Year of experience in driving online growth, coupled with 7 years of Sales and Marketing expertise in FMCG sector, I'm passionate about crafting impactful digital strategies that drive brand visibility, customer engagement, and revenue growth. Proven track record in SEO, SEM, Social Media Management, Email Marketing, Web Designing, Content Creation, and Lead Generation. Skilled in Customer Handling, Market Analysis, and Delivering Customer Satisfaction, I've consistently delivered results-oriented solutions that exceed expectations.

SKILLS & EXPERTISE

Digital Marketing Strategy Search Engine Optimization (SEO) Lead generation
Social Media Marketing Google Ads (Search, Display, YouTube) Adobe Photoshop
Content Marketing Data Analytics and Reporting Basic HTML/CSS Illustrator
Google Business Listing Social Media Poster Design Wordpress SEO Ai Tools
Domain & Web Hosting Outlook Configuration LinkedIn & Insta Ads Local SEO

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

@ Analog & Digital Devices LLC

JANUARY 2026 TO OCTOBER 2026 | Dubai, UAE

Designed creative graphics, promotional posters, social media visuals, marketing materials, product brochures, and digital content while maintaining brand consistency. Supported marketing and sales activities, handled customer inquiries, etc.

DIGITAL MARKETING EXECUTIVE

@ Metahash Digital Media LLP, Kaloor Kochi

NOVEMBER 2024 - DECEMBER 2025 | KALOOR KOCHI

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

SALES & MARKETING EXECUTIVE

@ Metahash Digital Media LLP, Kaloor Kochi

MAY 2023 - JULY 2024 | KALOOR KOCHI

The Sales and Marketing Executive at MetaHas is responsible for driving business growth by identifying new sales opportunities, managing client relationships through effective marketing strategies.

SALES OFFICER

@ Europer Perfumes India Pvt Ltd

MARCH 2020 - APRIL 2023 | KERALA

Responsible for handling and managing the markets in Kerala, with a focus on visiting modern trades and main supermarkets to understand customer requirements and drive business growth.

SALES OFFICER

@ Lora Soaps

JANUARY 2019 – FEBRUARY 2020 | ERNAKULAM & IDUKKI, KERALA

Finding market requirements, Making proper availability of products and supply, Handling distributors and developing market in Ernakulam and Idukki district.

TERRITORY SALES EXECUTIVE

@ Elite Foods Pvt Ltd

NOVEMBER 2017 – NOVEMBER 2018 | KOCHI, KERALA

Visiting the counters, developing the market, managing the distributors in the market, improve the primary sales, and collecting and handling customer feedbacks and grievances.

EDUCATIONAL QUALIFICATIONS

MBA IN MARKETING | YEAR 2017

@ Marian Academy of Management Studies, Kothamangalam

B COM | YEAR 2015

@ Indira Gandhi College of Arts & Science, Nellikuzhi, Ernakulam

HIGHER SECONDARY | YEAR 2012

@ Govt. V H S S, Pallarimangalam, Ernakulam

SECONDARY SCHOOL LEAVING CERTIFICATE (SSLC)

@ Devaswom Board High School, Thrikkariyoor, Ernakulam

TECHNICAL QUALIFICATIONS

ADVANCED DIGITAL MARKETING TRAINING | OCT 2024

@ Metahash Digital Media LLP, Kaloor, Kochi | Kerala India

SOFTWARE SKILLS



LANGUAGES



PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 10th May 1995
Passport Number : T3134906
Expiry Date : 20/01/2029
Marital Status : Single
Interest : Travelling
Hobbies : Listening Music

DECLARATION

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

Place: Dubai, UAE

Date:

NITHUL MADHUSUDANAN