



# ANUKEERTH M P

## DIGITAL MARKETING ANALYST

**Address:** Sharjah, UAE

**Phone:** +971 569319361

**Email:** [anukeerthmp1@gmail.com](mailto:anukeerthmp1@gmail.com)

**Website:** <https://anukeerth.adversadigital.in/>

**Linkedin:** [linkedin.com/in/anukeerth-mp](https://www.linkedin.com/in/anukeerth-mp)

### SUMMARY

Results-driven Digital Marketing Analyst with 3+ years of hands-on experience in paid media management, social media marketing, SEO, content strategy, and performance reporting. Proven ability to plan and execute multi-channel digital campaigns across Meta Ads, Google Ads, TikTok Ads, and Snapchat Ads, driving measurable lead generation and brand growth. Experienced in managing 10+ client accounts, optimising cost-per-lead (CPL), building monthly content calendars, and delivering data-driven insights through GA4 analytics dashboards. Adept at coordinating with creative, content, and cross-functional teams to deliver integrated digital campaigns aligned with business objectives

### CORE COMPETENCIES

Paid Advertisement . Meta Ads . Google Ads . Tik Tok Ads . Snapchat Ads . Social Media Marketing . Content Strategy . Campaign Planning . Audience Targeting . A/B Testing . Performance Marketing . CPL Optimisation . ROAS Tracking . SEO (On-Page and Off-Page) . Google Analytics 4 . Content Calendar Planning . Email Marketing . Market Research . Competitor Analysis

### WORK EXPERIENCE

#### Nesto Hypermarket llc - Salesperson

Jan 2025 - Present

- Deliver exceptional, personalized customer service by understanding client preferences, explaining technical watch specifications, and guiding purchase decisions to drive business.
- Consistently meet monthly sales targets through active upselling, cross-selling accessories, and establishing strong product value.
- Handled daily stock audits, inventory reporting, and price tag compliance for a wide portfolio of watch brands.

#### KC Digital - Digital Marketing Analyst

Mar 2023 - Oct 2024

- Planned, launched, and managed integrated digital marketing campaigns for 10+ clients
- Executed Meta Ads (Facebook & Instagram) and Google Ads (Search) campaigns focused on lead generation, CPL optimisation, and brand awareness, consistently achieving low cost-per-click (CPC).
- Produced GA4 analytics dashboards and weekly/monthly performance reports with data-driven insights
- Conducted on-page and technical SEO audits, implementing keyword strategies and metadata optimisation to improve organic search rankings.
- Managed campaign budgets, audience targeting, and AB split testing across multiple ad platforms to maximise ROAS.

#### Toonz Animation pvt ltd - Digital Marketing Analyst

June 2021 - 2023

- Managed social media accounts across Instagram, Facebook, and LinkedIn developing monthly content calendars, scheduling posts, and growing organic audience engagement.
- Create optimized metadata for the YouTube Channel and OTT platform.
- Coordinated with creative and content teams to produce ad creatives, social media visuals, and campaign.
- Monitored key performance indicators (KPIs) such as engagement rates, follower growth, and click-through rates.

## EDUCATION

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**Bachelor of Business Administration(BBA)** **2020 - 2023**  
Sikkim Professional University Gangtok, Sikkim, India

**Diploma in GCC Digital Marketing** **2025 - 2026**  
Skillmount Academy Burdubai, UAE

## CERTIFICATIONS

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- GCC Digital Marketing Advanced Training Course- **Skillmount Academy**
- Digital Marketing Internship- **Epic Ventures**
- Digital Marketing Course- **One Team Solution Edtech pvt ltd**
- Google Digital Marketing Fundamentals- **Google**

## DIGITAL TOOLS & PLATFORMS

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Meta Business Suite | Google Ads Manager | Google Analytics 4 (GA4) | Youtube Studio |  
Snapchat Ads Manager | Google Search Console | SEMrush | Ubet Suggest | Hootsuite |  
Wordpress | VidIQ | Canva | Adobe Photoshop | Microsoft Excel | Microsoft Word | Microsoft  
Power point | ChatGPT | Gemini

## LANGUAGES

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- English - Professional
- Hindi - Professional
- Malayalam - Native
- Marathi - Professional
- Tamil - Conversational
- Nepali - Conversational

## VOLUNTEER AND LEADERSHIP ACTIVITIES

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- National Service Scheme
- Bharat Scout Volunteer

## REFERENCE

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- Kiran P  
MD ( KC Digital )  
+971 509262427

- Neena Mohan  
HR ( Toonz Animation )  
+91 9745283739