

# Ajith Harindran

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## SUMMARY

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Dynamic and motivated digital marketing enthusiast with a passion for leveraging digital platforms to drive brand awareness and customer engagement. Equipped with hands-on experience in social media management, content creation, and basic SEO practices. Eager to apply academic knowledge and skills to real-world marketing challenges in a fast-paced and collaborative environment.

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## EDUCATION

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| <b>Berlin School of Business and Innovation</b><br>MSc. Digital Marketing                   | Berlin, DE   02/ 2024- 08/2025    |
| <b>Christ College (Autonomous) Irinjalakuda</b><br>Bachelors of Commerce                    | Kerala, India   07/ 2020- 04/2023 |
| <b>Coursera Education</b><br>Google Digital Marketing & E-Commerce Professional Certificate | India   06/2023- 08/2023          |

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## STRENGTH AND EXPERTISE

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- Marketing Management
- Content Creation
- Customer Relationship Managemem
- Customer Engagement
- Lead Generation
- Google Ads
- Website Development
- Social Media Optimization
- Operations Management
- Digital Marketing
- Team Management
- SEO
- Financial Oversight
- Upselling and Cross-Selling

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## PROFESSIONAL EXPERIENCE

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**Intern Digital Marketing** Kerala, India Aug 2023- Nov2023  
PI Ittooppunny and Son Jewelers

### *Accomplishments*

- Create and manage social media content.
- Marketing research to identify customer needs and competitor strategies.
- Monitor content consistency across marketing channels
- Manage customer service operations for exceptional client experience.

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## CERTIFICATIONS

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| <b>Coursera Education</b><br>Google Digital Marketing & E-Commerce Professional Certificate | India   06/2023- 08/2023 |
| <b>Haca Marketing School</b><br>Basic to Advanced AI Integrated Digital Marketing Program   | India   29/01/2026       |

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References are available on request