



GABY JOE MENDEZ

DIGITAL MARKETING EXECUTIVE

B-Tech , Computer Science

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PROFILE

Results-driven Digital Marketing professional with 6 months of hands-on experience in SEO, social media marketing and content creation. Backed by a strong background in sales and team leadership, with proven skills in driving business growth, client engagement, and performance optimization. Passionate about leveraging digital strategies to enhance brand visibility, generate leads, and deliver measurable results. Currently seeking an opportunity to contribute and grow in a dynamic digital marketing role.

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

@ Metahash Digital Media LLP, Kaloore Kochi

January 2026 - June 2026 | KALOOR KOCHI

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

SALES DEVELOPMENT MANAGER - SALES MANAGER - SALES EXECUTIVE

@ Phygicart E-Commerce Pvt.Ltd

OCTOBER 2020 - JULY 2025 | THRISSUR

- Drove sales growth by marketing and selling company products and services through online and offline channels.
- Managed, trained, and motivated sales teams to achieve individual and organizational targets.
- Monitored sales performance, tracked KPIs, and optimized strategies to improve team productivity.
- Recruited, onboarded, and mentored new team members to build and expand a high-performing sales network.
- Conducted product demonstrations, presentations, and business opportunity briefings for prospects.
- Organized regular meetings, training sessions, and performance reviews.
- Attended industry events, webinars, and training programs to expand business opportunities and professional networks.

EDUCATIONAL QUALIFICATIONS

B-TECH IN COMPUTER SCIENCE | YEAR 2015

@ Sree Narayana Mangalam Institute Of Management And Technology, Maliankara

HIGHER SECONDARY | YEAR 2011

@ HMYSS HSS, Kottuvallikkad

SECONDARY SCHOOL LEAVING CERTIFICATE (SSLC) | YEAR 2009

@ St Aloysius HS, North Paravur

TECHNICAL QUALIFICATIONS

ADVANCED DIGITAL MARKETING TRAINING | JAN 2026

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

Cloud Application Developer (NSDC) | DEC 2025

@ Don Bosco Tech Society, Vaduthalal Kerala India

EMPLOYABILITY SKILL CERTIFICATE UNDER
WADHWANI FOUNDATION

LANGUAGES

English	
Malayalam	
Tamil	

SOFTWARE SKILLS

	ADOBE PHOTOSHOP	
	ADOBE ILLUSTRATOR	
	VISUAL STUDIO CODE	
	WORDPRESS	
	MICROSOFT OFFICE	

REFERENCE

SALEESH S N
Director
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SABITHA E R
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PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 23rd July 1993
Passport Number : U6862564
Expiry Date : 05/10/2030
Marital Status : Married
Interest : Crafting
Hobbies : Gardening, Stitching

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: Vaduthala, Ernakulam

Date:

GABY JOE MENDEZ