



Alex K Joseph

DIGITAL MARKETING STRATEGIST

ABOUT ME

Digital marketing strategist with 5 years of experience in online marketing and 4+ years as a content writer. Creating result-oriented marketing plans, SEO & SMM strategies, Email marketing campaigns, rich content, etc. are my strengths.

PROFESSIONAL EXPERIENCE

2023 February to 2023 September

Social Media Strategist

Jaivam Life LLP

Handling the digital marketing team and optimizing the marketing strategies for clients.

2018-2022

Digital Marketing Strategist

Global Infonet Inc.

- Restructured and coordinated the marketing team to increase website traffic by 400% and achieved 10 times better online leads.
- Build a marketing team with SEOs, Writers, Social Media Specialist and worked towards company marketing objectives.

2016 - 2018

Senior Content Writer

SBSOL Digital Pvt. Ltd.

Developed content for website, blog, products, social media posts, etc.

EDUCATION

Aquinas College DE, Edakochi

BCA (2007-2010)

CERTIFICATIONS

[Content Marketing](#)

[PPC Fundamentals Course with Joel Bondorowsky](#)

CONTACT

✉ alexypin@gmail.com

🌐 www.alexypin.com

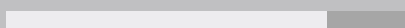
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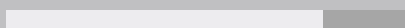
🌐 www.linkedin.com/in/alexypin/

SKILLS

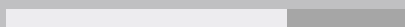
Marketing Strategy



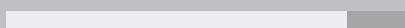
Content Marketing



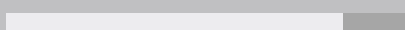
Graphic design



SEO

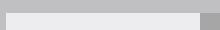


SMM

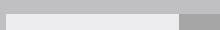


MARKETING TOOLS

Semrush



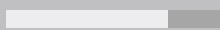
Hubspot



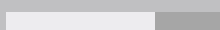
Canva



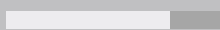
Buffer



Analytics



Biteable





PORTFOLIO

SOCIAL MEDIA PROFILES I HAVE HANDLED ○

<https://www.facebook.com/Jaivamlife>
<https://www.linkedin.com/company/matterbay/>
<https://www.facebook.com/ParathuvayalilHospital12>
<https://www.instagram.com/maduraifootcare/>

BLOGS I HAVE WRITTEN: ○

<https://www.jaivamlife.com/how-content-marketing-drive-website-traffic>
<https://alexypin.com/what-is-google-ga4-and-why-should-you-try-it/>
<https://blog.mydock365.com/how-to-create-a-webinar-in-microsoft-teams>
<https://blog.guruface.com/25-digital-training-platforms-for-businesses/>

WEBSITES I HAVE MANAGED PREVIOUSLY: ○

<https://www.mydock365.com/>
<https://www.parathuvayalilhospital.com/>
<https://www.jaivamlife.com/>