



ALWIN MATHEW ANTHIKATTU

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EDUCATION

**Diploma in Computer Application
(Course in Windows, MS-Office,
basics of hardware & networking)**

- SCOLE Kerala
- 2017 - 2018

**Higher Secondary Certificate (12th
standard)**

- Govt Higher Secondary School,
Kerala
- 2016 - 2018

COMPUTER SKILLS

- MS-Office
- Mail Chimp (E-mail marketing)
- Basic Hardware

LANGUAGE SKILLS

- English,
- Malayalam
- Tamil

INTRODUCTION

High performing Customer Service and Marketing Professional with over 1 years of strong experience in Customer Service within India. I have consistently exceeded expectations through hard work and hunger for learning.

SKILLS SUMMARY

- Strong knowledge and skills in social media marketing, SEO, Email Marketing, Website Creation (WordPress), and Graphic Poster Creation Analytics.
- Quick in anticipating customer needs before they are stated and provide the correct solutions
- Building customer relationships, with a view towards repeat business.
- Carry out brand visibility and brand building activities.
- Drive volumes, ensure maximum availability of all brands in the territory.
- Keeping watch on market and competitor trends and activities and formulate and implement appropriate strategies.
- Monitoring and ensuring timely receipts of payments.

EMPLOYMENT HISTORY

**Natyanjali School of Arts
Kerala, India**

- Customer Service Executive
- Digital Marketing (Social Media Marketing and E-mail marketing)
- August 2020 - November 2021



JOB RESPONSIBILITIES

- Assess client's needs and present suitable promoted products
- Develop and implement social media marketing, SEO and email marketing strategies.
- Provide product information and deliver product samples
- Work with sales team to develop strategies and implement brand strategies to ensure a consistent marketing message
- Build positive trust relationships to influence targeted group in the decision-making process
- Monitor and analyse data and market conditions to identify competitive advantage
- Keep accurate records and documentation for reporting and feedback
- Pursue continuous learning and professional development and stay up-to-date with latest medical data
- Promote products ethically and within compliance based on company's sales process and approved marketing strategy

PERSONAL ATTRIBUTES

- I am an excellent communicator, with a friendly personality
- I am very comfortable interacting with clients
- Self-confident and motivated to take up challenging assignments
- Capable team player, works with people at all levels with strong interpersonal skills

PERSONAL DETAILS

- Nationality: Indian
- Marital Status: Single
- Date of Birth: 17/03/2000

PROFESSIONAL REFERENCES

- Can be provided on request

- Build and maintain strong relationships with key customers
- Attend sales meetings, conferences, trainings and symposium circuits

DECLARATION

I hereby declare the above given information is correct & complete to the best of my knowledge & belief.

Alwin Mathew Anthikattu