



# ABHILASH C SUBHASH

LEAD GENERATION SPECIALIST &  
DIGITAL MARKETING MANAGER



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Passport Number: P5258553  
Valid Till - December 2026

Visa Status : Work Permit till 2025

I am a highly competent marketing professional with a proven track record in managing campaigns on various PPC platforms. Also worked as a Digital Marketing Trainer and Technical Consultant for various firms and consultancies.

I have strong technical skills as well as excellent interpersonal skills. I am eager to be challenged to grow and further improve my skills and knowledge constantly.

## EDUCATIONAL HISTORY

### MAHATMA GANDHI UNIVERSITY - KOTTAYAM

BACHELOR OF COMPUTER APPLICATION  
2011 - 2014

## TECHNICAL SKILLS

- Content Marketing
- Lead Nurturing
- Email Marketing
- Inbound Marketing
- Social Media Advertising
- SEO and PPC
- Data Analysis
- Training
- Website/Landing Page Maintenance
- WordPress Design
- Project Management
- Marketing Strategy
- Market research
- Team Management
- Content Strategy
- Social Media Marketing
- CRM Management

## PROFESSIONAL HISTORY

### LEAD GENERATION SPECIALIST

AMK VISION REAL ESTATE BROKERAGE - DUBAI  
SEPTEMBER 2023 - PRESENT

- Creating and managing Google & Meta Ads
- Planning and execution of marketing activities on various channels.

### DIGITAL MARKETING MANAGER TRAINER

INMAKES INFOTECH PVT. LTD - AUG 2021 - JUNE 2023

- Digital Marketing Team management
- Creating Training Materials & Student Support
- Monthly Campaign Spending and Sales Reports
- Marketing Strategy for both SEM & SMM
- Lead generation & Distribution over CRM
- Trained over 12000 students via online & offline

### SEM & TECHNICAL CONSULTANT

CREDIT REPAIR NOW CANADA | DEC 2018 - AUG  
2021 (REMOTE STAFFING)

- Manages the company's SEM Campaigns
- Digital Marketing Team management
- WordPress Website Maintenance
- Reports Creation

## TECHNICAL TOOLS USED

- Google Analytics
- Google Tag Manager
- Google Ads
- Yandex Metrica
- Microsoft Clarity
- SEM Rush
- Ahrefs
- Search Console
- Adobe Premier
- LinkedIn Ads
- Snap Chat Ads
- TickTok Ads
- Bing Ads
- HubSpot
- YouTube Streaming
- MOZ

## CERTIFICATIONS

- Google Ads
- Yandex Metrica Expert
- Microsoft Advertising Certification
- SEM Rush Toolkit Certification
- Hubspot Inbound Marketing

## LANGUAGES

- English
- Malayalam
- Tamil

## ACTIVITIES

- I'm a part time Gamer & Streamer
- A Born Petrolhead
- Traveling & Explore new Places
- A Tech Enthusiast

## DECLARATION

I gravely announce that facts of information and facts in the resume are inclusive and correct and I take full liability for the correctness of the information.

## DIGITAL MARKETING TRAINER

TRY SOCIO MARKETING ACADAMY - KANNUR | JAN 2019  
- OCT 2019 (FREELANCE TRAINER)

- Creating syllabus-oriented study materials
- Conducting Online Batches
- Conducting Webinars

## E-COMMERCE CSA - AMAZON.COM & AMAZON.CA

SUTHERLAND GLOBAL SERVICES - COCHIN | 2017 JUN -  
2018 DEC

- Return & Refund procedures
- Order Tracking
- Customer Interactions

## SEO TEAM LEAD & TRAINER - DISHASOFT

DISHA SOFT SOLUTIONS - MUVATTUPUZHA | 2016  
FEB - 2017 JUN

- Creating & Managing Google & FB Ads
- SEO Training
- Creating marketing strategies
- Client communications

## SEO ANALYST

ANVITA TOURS2HEALTH - INFORPARK - KORATTY |  
2015 FEB - 2016 JAN

- Creating & Managing Google & FB Ads
- SEO Training
- Creating marketing strategies
- Client communications

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