



Contact

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Technical Skills

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
PageMaker

Other Skills

Good Communication
Flexibility an Adaptability
Hardworking and Punctual
Classrooms Management
Creative Teaching Strategies
First aid and CPR
Child Development
Creative Teaching strategies
Team Player
Quick learner

JITHA MANANTHALA VARIKKOLI

Results-driven Digital Marketing Specialist with 2 years of experience in planning, executing, and optimizing digital marketing campaigns across multiple platforms. Skilled in SEO, social media marketing, Google Ads, Meta Ads, content marketing, email marketing, and website analytics. Passionate about driving online growth, increasing brand visibility, and generating qualified leads through data-driven marketing strategies.

Academic Qualification

Qualification	University/Board
MDDM Master Diploma in Digital Marketing	G-Tech Education Thalassery
M.C.J	Kannur University SES College Sreekandapuram
B A English Literature	Kannur University Pazhassi Raja NSS College Mattanur
Higher Secondary (12 th)	Board of Kerala GVHSS Kadirur
S.S.L.C	Board of Kerala GVHSS Kadirur

Work Experience

Digital Marketing Specialist cum Administrator at Evoke Interiors, Abu Dhabi (Oct 2024 – Present)

- Planned and executed digital marketing campaigns across Google, Facebook, Instagram, and LinkedIn.
- Improved website search rankings through on-page and off-page SEO.
- Managed social media accounts and created engaging content calendars.
- Designed and executed email marketing campaigns.
- Monitored campaign performance using Google Analytics and Search Console.
- Managed Google Ads and Meta Ads to generate leads while optimizing ROI.
- Coordinated with designers and content writers for campaign execution.
- Handle customer inquiries and provide detailed information about interior design services and ongoing projects.
- Support project managers with administrative documentation and project coordination.
- Prepare quotations, invoices, and purchase orders in coordination with the accounts department.
- Schedule meetings, site visits, and follow up on client feedback.
- Assist in marketing coordination, including responding to email inquiries and maintaining social media updates.
- Manage office supplies, correspondence, and filing systems.
- Greet visitors and clients, manage calls and emails professionally.
- Maintain appointment schedules and meeting arrangements.
- Prepare and process documentation, letters, and reports.

Preschool Teacher Cum Administrator at Hello Kids Children Development Centre, Hamadan, Abu Dhabi
(Oct 2023 – Aug 2024)

- Planning and executing daily activities for preschool-aged children.
- Managing the classes and developmental activities of around 25 children aged 2-5 daily.
- Provided clerical support for the preschool director and staff.
- Managed daily administrative operations, including attendance tracking, enrollment processing, and staff scheduling.
- Answered phones, scheduled appointments, and managed email correspondence.
- Created spreadsheets, maintained filing systems, and organized school documentation.
- Served as the first point of contact for parents, visitors, and vendors, maintaining a professional and welcoming front office.
- Assisted with billing, fee collection, and coordination for other financial and procurement activities.
- Collaborate with parents to provide updates on children's progress and address concerns.
- Plan and implement age-appropriate curriculum to stimulate intellectual and social development.
- Prioritize documenting children's learning processes and tracking their individual needs.
- Create a positive and inclusive classroom atmosphere through engaging activities and interactive learning experiences.
- Conduct regular assessments to monitor individual student progress and adjust teaching strategies accordingly.

Teaching Faculty in Journalism at GVHSS Kadirur, Kerala
(Jun 2019-Dec 2019)

- Planned prepared and delivered Journalism related subject classes to students in class 11th and 12th.
- Provided coaching to students for news writing, Editorial Writing, News Reading etc
- Assessed recorded and reported on the development progress of students
- Collaborate with other teachers and parents for quarterly review and to meet goals
- Taught according to educational needs and worked on the improvement of the system

Journalist and News Anchor at Local Channel
(Oct 2018 – Apr 2019)

- Write, edit and produce over 20 stories a week
- Worked as news anchor on daily and presented live news
- Prepare daily reports and share them with management
- Conducted interviews of multiple guests
- Presented news by researching, developing and covering field news events
- Writing pieces and stories for online publications
- Gathered news on current affairs from multiple sources
- Trained interns and new joiners on editing, news preparation, article writing, news reading etc.

Internship at Mathrubhumi News Paper Malappuram, Kerala
(Jan 2018 – Jun 2018)

- Helped in typing news in local and English language
- Prepared 5-10 stories per week
- Shadowed anchors and reporters to gain a better understanding of on-air delivery and story production
- Assisted for field news reporting
- Prepared article for online publications
- Assisting the assignment desk in answering telephone calls, making follow ups.