



ROSHAN B

Digital Markter

To elevate myself in the field of digital marketing by leveraging my skills, creativity, and strategic approach while working with dedication and integrity. I aim to contribute to the growth of the organization through innovative marketing strategies, data-driven decision-making, and impactful online presence, ultimately fostering both organizational success and my professional advancement.

Contact

Contact

+91 6382904110

Email

roshanjessi2701@gmail.com

Address

D/No: 71-39-E, Alagarsamy

Nagar Anna Nagar,

Batlagundu, Dindigul -

624202

Education

BBA (Self Financed)

Bharathidasan University/Bishop

Heber college - Tiruchirapalli

2016 - 2020

XII HSC

TN Board of Higher Secondary

Education/Annai Vaila kanni

Matric higher secondary School

2020 - 2023

SSLC

TN Board of Higher Secondary

Education / H.N.U.P.R Matric

higher secondary School

2017 - 2018

skills

- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Pay-Per-Click (PPC) Advertising
- Email Marketing
- Data Analytics
- Marketing Automation

Language

- English
- Tamil

Certificate

Jan 2025

Jun 2025

(6 months)

SEO & Digital Marketing | shikshaa simple learn

madurai (Achieved: Grade A)

Professional Experience

Oct 2023

May 2024

(8 months)

CCE Executive

Conneqt Business Solutions | Chennai

- Handled customer queries via voice support, ensuring timely and satisfactory resolutions.
- Maintained detailed records of customer interactions and follow-ups.
- Coordinated with internal departments to escalate and resolve complex issues.
- Delivered consistent customer experience by adhering to company protocols and performance benchmarks.

Jul 2024

Oct 2024

(4 months)

Digital Marketing Intern

WW technologies | Bangalore

- Assisted in executing digital marketing campaigns across Google Ads and social media platforms.
- Conducted keyword research and contributed to SEO strategies to increase organic reach.
- Designed and scheduled engaging content for Instagram, LinkedIn, and Facebook.
- Analyzed campaign performance using Google Analytics and created performance reports.
- Collaborated with the design team to create visuals aligned with campaign goals.

Dec 2024

Present

Digital Marketing Executive

Droptaxi | Chennai

- Managing and optimizing Google Ads campaigns to generate leads and bookings; tracking performance, ROI, and website conversions through analytics tools.
- Coordinating with development teams to monitor bookings, while conducting A/B testing and weekly reporting to guide campaign improvements.

Declaration

I hereby declare that all the information furnished above is true and correct to the best of my knowledge and belief.

Place:

Date: