

NIRUPAM SANKAR

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DIGITAL MARKETING EXECUTIVE | PERFORMANCE MARKETER | CONTENT CREATOR

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Professional certified by Educodeyaya with expertise in Performance Marketing, Social Media Marketing, Content Creation, Video Production, SEO, and Paid Advertising. Experienced in managing Meta Ads campaigns, creating high-converting content, optimizing digital performance, and driving customer engagement. Strong background in customer service and sales with proven communication, relationship-building, and problem-solving abilities. Fluent in English, Hindi, and Malayalam. Open to relocation and opportunities across Dubai, UAE, and multinational organizations.

CORE SKILLS

Performance Marketing, Digital Marketing, Meta Ads, Google Ads, Social Media Marketing, SEO, SEM, Content Marketing, Lead Generation, Marketing Analytics, Google Analytics, Google Search Console, Campaign Management, Audience Targeting, CRO, Brand Management, Content Strategy, Video Marketing, Videography, Video Editing, Adobe Premiere Pro, Canva, CapCut, Copywriting, CRM, Sales, Business Development, Customer Service, Market Research, Data Analysis, Microsoft Office, Google Workspace.

PROFESSIONAL EXPERIENCE

Freelance Digital Marketer & Videographer | Self-Employed | 2025 – Present

- Execute digital marketing campaigns for businesses and personal brands.
- Manage Meta Ads campaigns focused on lead generation and conversions.
- Produce promotional videos, reels, and social media content.
- Conduct audience research, competitor analysis, and campaign optimization.

Customer Care Associate – Amazon Canada Process | Alorica | 2024 – 2025

- Provided customer support through phone, chat, and email channels.
- Resolved customer concerns while maintaining high service standards.

Sales Executive | Muy Bonita Beauty Hub | 2022 – 2024

- Achieved sales targets through customer engagement and relationship management.
- Supported promotional campaigns and lead-generation initiatives.

EDUCATION

Bachelor of Arts (BA) – Political Science, St. Mary's College, Sulthan Bathery, Kerala

CERTIFICATION

Digital Marketing Certification – Educodeyaya

TECHNICAL TOOLS

Meta Ads Manager, Google Ads, Google Analytics, Google Search Console, Meta Business Suite, Adobe Premiere Pro, Canva, CapCut, Microsoft Office, Google Workspace.

LANGUAGES

English (Fluent) | Hindi (Fluent) | Malayalam (Native)

ADDITIONAL INFORMATION

Open to Relocation (Dubai/UAE) | Available for Immediate Joining | Freelance Videographer & Video Editor