



VISHNU K K

HEALTHCARE DIGITAL MARKETER
Branding & Marketing

CONTACT DETAILS

INTERNATIONAL CITY- UAE

vishnukk47@gmail.com

0504 910 329

linkedin.com/in/vishnukk

SKILLS

Effective time management

Adaptive to cope with any circumstances

Research skills

Well organized in a group dynamics

TECHNICAL SKILLS

Search Engine Optimization

Social media marketing

Search engine marketing

Ads manager

Behavioral targeting

Meta business suite

Amadeus and Sabre GDS

Apollo Global ticketing

Workspan Global DS

VISA STATUS- RESIDENT VISA
PASSPORT NUMBER-R4193652

WORK EXPERIENCE

Marketing Associate (corporate office)
Aster Medcare Hospitals and clinics DUBAI

Sr. Digital Marketing Executive

Jupiter Hospitals - Thane, Mumbai | Feb 2024 - Nov 2024

- Managed Google Ads, social media, online campaigns, and SEO. Created engaging health content, including videos and patient testimonials, for social media.
- Conducted targeted WhatsApp API marketing, RCS messaging, and bulk voice calls.
- Oversaw Google Business listings, Website and ensured consistent brand message across all digital platforms.

Sr. Digital Marketing Executive

Medicover Hospitals- Kharghar, Mumbai | Jan 2023 - Jan 2024

Managed online reputation, website updates, social media campaigns, shooting patient testimonials and branding activities like brochures & pamphlets handling, digital branding and Event activities for Medicover Hospitals.

Digital Marketing Executive

Baby Memorial Hospital, Kannur | Jan 2021 - Dec 2022 (2 Years)

As a Digital marketing executive, I successfully managed Social media for online reputation management and marketing campaigns, creating and executing effective strategies to achieve their business goals and Maintained consistent brand message through relevant, timely content. also familiar with shooting health talks, taking testimonials of patients, rare case surgery coverage, etc

Airline Reservation Agent

Aajel Tours and Travels, Kannur | Feb 2018 - Feb 2020 (2 Years)

EDUCATIONAL HISTORY

BA- ENGLISH

Bharathiar University

HIGHER SECONDARY EXAMINATION (2012-2014)
Science Stream with PCM
GHSS SREEKANDAPURAM,
Kannur ,Kerala, India

SECONDARY SCHOOL COMPLETED ON- 2012
Successfully completed
Secondary Education from
GHSS SREEKANDAPURAM,
Kannur-Kerala, India

HOBBIES

- Sports
- Travelling
- Reading
- Listening Musics

LANGUAGES

- English, Hindi
- Malayalam
- Tamil

PERSONAL DETAILS

- Date of Birth: 30/01/1997
- Gender: Male
- Residential address;
Kunnummal House
Chuzhali P.O
Niduvloor,
Kannur-Kerala,
PIN: 670142
- Nationality: Indian

PROFESSIONAL QUALIFICATION

DIGITAL MARKETING

Digitalbuddha Info Solutions LLP | Oct 2020 - Dec 2020

Completed Certified course in Digital Marketing.
The course included theoretical and practical coaching on different digital marketing techniques from basic to advanced levels. The syllabus included hands-on PPC, SEO, Social Media Management, Social Media Marketing, Google Analytics, Graphic Designing, WordPress Web Designing etc.

DIPLOMA IN TRAVEL AND TOURISM

IATA AVIATION

Grade: Passed with Distinction
Acquired comprehensive knowledge of the travel industry, including areas such as geography, ticketing, tourism products and services, and travel regulations.
Completed IATA's industry-recognized program, demonstrating a commitment to professional development and a strong understanding of the travel and tourism industry.

WORDPRESS

G-TECH Computer Education

Completed a WordPress course and gained proficiency in:

- Building landing pages for specific purposes
- Identifying and using plugins to enhance specific pages
- Optimizing web posts with proper meta descriptions and titles
- Creating and submitting XML sitemaps to improve search engine visibility
- Adding alt tags to images for better accessibility.

DECLARATION

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



VISHNU KK