



ANJALI KAIPPURATH KANDY

Digital Marketing Strategist

Profile

Strategic and creative Digital Marketing Professional with 6+ years of experience specializing in content strategy and advanced persuasive techniques to drive audience engagement, lead generation, and conversions. Proven ability to develop data-driven content frameworks, compelling brand narratives, and conversion-focused messaging that strengthen brand voice and influence consumer behavior. Strong background in market research and performance analysis, enabling content decisions aligned with business objectives. Experienced in collaborating with cross-functional teams in fast-paced environments to deliver measurable and sustainable growth.

Work Experience.

Digital Marketing Strategist

London Education Centre Sept 2025 - March 2026

- Conduct in-depth market research to identify target audiences, analyze competitors, and stay updated on industry trends to enhance campaign effectiveness.
- Managed Google Ads campaigns across Search, Display, Video, Shopping, App, and Remarketing, overseeing keyword research, budget allocation, and continuous optimization to improve performance metrics.
- Tracked, measured, and evaluated campaign performance using analytics tools such as Google Analytics, Microsoft Clarity, and Hotjar.
- Evaluated and optimized campaign performance using data-driven insights, identifying and addressing performance gaps through tools such as Google Analytics.

Digital Marketing & Content Strategist

Zybo

Nov 2021 - Nov 2025

- Develop and execute comprehensive performance marketing strategies across platforms including Google Ads, Meta Ads, and other social media channels.
- Managed digital advertising budgets ranging from ₹50 lakhs to ₹1 crore per month, ensuring efficient allocation and maximum return on ad spend.
- Leveraged data-driven insights to continuously monitor and optimize campaigns, improving key performance metrics such as CTR, CPC, and conversion rates.
- Monitor campaigns in real time and implement timely bid and strategy adjustments to meet or exceed KPIs and business objectives.
- Collaborate closely with creative teams to develop high-performing ad creatives aligned with brand guidelines and campaign goals, driving consistent engagement.

Professional Skills.

- Market Research and Analysis
- Digital Marketing Strategy
- Advertising Content Creation
- Content Strategy & Writing
- Social Media Advertisment (Meta, Snapchat, Tiktok, LinkedIn, X)
- Google Advertising
- Search Engine Optimization
- Branding & Growth
- Conversion Tracking - Website Traffic
- Creative Skills - Writing & Visuals

Education.

**MBA - MASTER OF BUSINESS
ADMINISTRATION**
Marketing-HR

University of Calicut

B Tech - BACHELOR OF TECHNOLOGY
Computer Science & Engineering
Mahatma Gandhi University

Tools.

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Search Console
- Google Trends
- Meta Ads Manager
- Getlead | Zoho CRM | Salesmate
- Bitrix | Asana | Trello | Zoho
- Microsoft Clarity
- Canva

Personal Skills.

- Strategic & Analytic Thinking
- Critical and Creative Thinking
- Strong Organizational and Planning Abilities
- Quick Learner, Flexible and Strong Team Member
- Excellent Communication and Interpersonal Skill

Certifications.

- Google Ads-Measurement Certification
- Search Ads 360 Certification Exam
- Display & Video 360 Certification Exam
- Campaign Manager 360 Certification
- Google Analytics Certification
- Google Ads Display Certification

Languages.

English | Malayalam | Hindi | Tamil

Digital Marketing Strategist

ibird Brand Imaging

Aug 2020 – Sept 2021

- Led acquisition campaigns across social media, search (SEM), and display channels to drive revenue and maximize ROI.
- Evaluated and optimized campaign performance using data-driven insights, identifying and addressing performance gaps through tools such as Google Analytics.
- Planned and executed end-to-end email marketing campaigns aligned with brand positioning and business objectives.
- Built intuitive reporting and visualization dashboards to track key metrics, including ROAS, CPA, and strategic KPIs.
- Lients to understand their goals and deliver customized digital marketing solutions.

Project Coordinator-Digital Marketing & Development

CYFER

Mar2019 – Jun 2020

- Coordinated Digital Marketing campaigns on social media platforms and Google
- Prepare and manage content marketing initiatives, including blog posts and social media contents.
- Coordinated with clients regularly
- Developed and maintained strong relationships with partners, and vendors to support marketing initiatives.
- Monitored and maintained brand consistency across all marketing channels and materials.
- Social media page management / regular pages updating with attractive contents, create and configure business listing

Digital Marketing Executive

Promiza IT Solutions Oct 2018-Feb 2019 & Aug 2015-Jul 2016

- Developed and maintained strong relationships with partners, and vendors to support marketing initiatives.
- Monitored and maintained brand consistency across all marketing channels and materials.
- Developed the overall strategy for Lead Generation Campaigns.
- Track, report, and analyze website analytics (Google Analytics and Google Search Console).

Digital Marketing Intern - Academic Project

Seeroo IT Solutions

May 2018 – Jul 2018

- Conducted an academic research project on the impact of digital marketing strategies on business performance, evaluating their influence on customer reach, engagement, and revenue growth.

List of Clients Handled in QATAR

AL RAWABI GROUP OF COMPANIES-one of the largest business groups in GCC: Products and Services Promotion

I AM QATAR-Promote events, offers, and services all around Qatar: Product and services Promotion

Trust Exchange-Money Exchange Company in Qatar: Promotion and Lead Generation

Food Products and Restaurant in Qatar-Urban Life Trading, Burger Guys, Burger Lounge, Bab-Al Mandhi: Sales promotion

Al Fahim Group of Companies: Business Group in UAE: Product Promotion

Kendall & Kylie-US based Cosmetic Product's: Product Promotion of Exclusive Market in Dubai

The Editor's market-International Fashion Brand: Product Promotion

Fischer Group of Companies-German multinational manufacturer: Product Sale Improvement

Malayala Manorama-M4 Marry, Quickerala, QK DOC, MM Events: Service Promotion and Lead Generation in India and GCC