

ALBIN V C

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 3+ years of agency experience delivering measurable growth through SEO, Performance Marketing, Meta Ads, Social Media Strategy, Lead Generation, and Website Management. Proven track record managing 36+ brands across 11+ industries for clients in India, UAE, Europe, USA, and Saudi Arabia. Skilled in translating data-driven insights into high-impact marketing strategies that improve search visibility, campaign efficiency, and lead quality. Passionate about leveraging analytics and performance marketing to accelerate business growth.

CORE SKILLS

Search Engine Optimization: Technical SEO | On-Page SEO | Off-Page SEO | Local SEO | Keyword Research | Competitor Analysis | Website Audit | Google Search Console | Google Analytics 4 | SEO Strategy

Performance Marketing: Meta Ads | Facebook Ads | Instagram Ads | Lead Generation | Conversion Optimization | Campaign Strategy | Budget Management | Audience Research | A/B Testing | Funnel Optimization

Social Media Marketing: Instagram | Facebook | LinkedIn | YouTube | Content Planning | Social Media Strategy | Community Management | Content Calendar

Website Management: WordPress | Elementor | Rank Math SEO | Landing Page Optimization | Basic HTML | Basic CSS

Marketing Tools: Google Analytics 4 | Google Search Console | Meta Business Suite | Canva | Microsoft Office | Google Workspace | ChatGPT | Claude

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist — WeBrand Tech September 2025 – Present

- Plan and execute end-to-end SEO campaigns, improving organic search rankings for client websites.
- Manage Meta Ads campaigns across Facebook and Instagram, driving qualified lead generation.
- Manage and maintain WordPress websites, including landing page development and optimization.
- Conduct technical SEO audits to identify and resolve site health and indexing issues.
- Develop and execute social media strategy in coordination with designers and videographers.
- Create monthly performance reports covering SEO, paid media, and social media KPIs.
- Optimize conversion rates through landing page and funnel improvements.
- Perform keyword research and competitor analysis to inform content and campaign strategy.

Digital Marketing Executive — WeBrand Tech September 2023 – September 2025

- Executed SEO campaigns including on-page and off-page optimization to improve Google rankings.
- Managed Meta Ads campaigns and monitored performance against budget and lead targets.
- Created content calendars and managed social media campaigns across multiple platforms.
- Managed client websites, ensuring uptime, content updates, and SEO best practices.

Operations Manager — We Grow Forest Foundation August 2023 – Present

- Manage day-to-day operations and coordinate sustainability-focused campaigns.
- Lead communication initiatives across internal teams and external stakeholders.
- Oversee project management and stakeholder coordination to ensure program delivery.

Operations Associate — We Grow Forest Foundation January 2021 – October 2023

- Assisted daily operations and coordinated volunteer management.
- Supported digital campaigns and organized events to drive community engagement.

Journalism Intern — Kerala Kaumudi April 2023 – May 2023

- Conducted news reporting, content writing, and editorial support.
- Carried out field reporting for time-sensitive news stories.

Data Research Analyst (Apprenticeship) — Amrita Television April 2021

- Conducted election research, data analysis, and research reporting for newsroom coverage.

CLIENT PORTFOLIO SUMMARY

Managed digital marketing for 36+ brands and organizations across 11 industry verticals, including Education & EdTech, Healthcare & Wellness, Construction & Real Estate, NGOs & International Organizations, Religious & Spiritual Organizations, Retail & Consumer Brands, Corporate & Technology Services, Personal Brands, Hospitality & Tourism, Events & Media, and NRI & Community Services. Clients spanned India, UAE, Europe, USA, and Saudi Arabia, with expertise applied across SEO, Performance Marketing, Social Media Strategy, Meta Ads, Website Management, and Lead Generation.

PERFORMANCE MARKETING ACHIEVEMENTS

- Managed ₹1,00,000+ in Meta Ads budget across lead generation, awareness, engagement, and messaging campaigns.
- Generated 3,500+ messaging conversations and 500+ qualified leads through optimized Meta Ads campaigns.
- Achieved campaign reach of over 300K and impressions exceeding 800K.
- Reduced messaging cost per conversation to as low as ₹17.82 through audience optimization and A/B testing.
- Improved campaign performance through continuous audience research, creative testing, and budget reallocation.

SEO ACHIEVEMENTS

- Managed SEO strategy and execution for 36+ brands across diverse industries.
- Delivered technical SEO, on-page SEO, off-page SEO, and local SEO improvements to boost organic visibility.
- Conducted website audits and content optimization to improve search rankings and site health.
- Performed in-depth keyword research using Google Search Console and Google Analytics.
- Implemented WordPress SEO best practices to improve indexing and page performance.

EDUCATION

Bachelor of Arts in Malayalam & Mass Communication — University of Kerala

Advanced Diploma in Digital Marketing & Communication (ADDMC) — DigitalX Academy

Diploma in Computer Applications (DCA)

CERTIFICATIONS

Digital Marketing Institute (DMI) | Google Certifications | Meta Certifications | HubSpot Certifications | SEMrush Certifications

LANGUAGES

English | Malayalam | Hindi | Tamil