








Josbin Itty

Businesses automation specialist and performance marketer for small and medium sized businesses. I have a deep understanding of how to use digital marketing tools to reach more customers and increase sales with focus on key performance indicators.

Contact Information

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Work Experience

Abe Services

Digital Marketing Strategist (Oct 2020 - Present)



One of the top overseas education consultants in South India with branches all over Kerala.

- ✓ Responsible for the total digital transformation of the company. Created and managed workflows, automations, CRM, communication templates, landing pages, surveys, digital marketing campaigns and other marketing activities. Helped generate over INR 8 Cr in revenue during the year 2021-2022.
- ✓ Managed a team of designers and developers on a project-basics.
- ✓ Had the additional responsibility as the temporary HR in the company. In this position, I created skill assessment tests and put in place hiring procedures. Hired over a dozen high-quality employees for the company.

Abe Mart

Project Manager (December 2021- Present)



A one-stop shop for all the products from Kerala. Abe Mart trades mainly in spices, food products, vegetables, fruits, fresh meat, kitchenwares, indoor and outdoor plants and pottery.

✓ Incharge of the development of the app and the website. The App is available on both iOS and Android. Coordinated with the development team to come up with the final product. Check the website <https://abemart.in>

✓ Created the project report and designed the timelines for the project. The project is scheduled to be made live in June 2022.

Abe Media

Chief Strategist (January 2021- Present)



Abe Media exclusively run ads for universities that Abe Services represent. We work closely with universities in Australia, Canada and the UK to create digital marketing campaigns that are highly targeted.

✓ Manages a team of 4 freelancers.

✓ Coming up with campaign strategies and sending proposals to universities

✓ Writing the ad copy and coming up with content ideas. Co-ordinate with the design and video editing team to come up with creatives and videos.

✓ Managed a campaign budget of not less than INR 8 lakhs/ client per month.

Head of Digital Marketing

Bramma IT Solution Pvt Ltd (Dec 2019- Sept 2020)



Bramma is Kerala's No.1 business consulting and marketing company.

✓ Responsible for all digital marketing activities and communication in the company. Managed a team of over 20 people.

Digital Marketing Strategist and Project Manager

Vividreal Solutions Pvt. Ltd (Feb 2018 to Nov 2019)



Vividreal Solutions is a full-service digital agency that delivers world-class digital marketing, design, e-commerce, custom application and web development solutions to SMBs around the world.

✓ Managed a team of 10 and ensured the smooth functioning of the Digital Marketing Team. Introduced a flawless project management system

✓ PPC campaigns and Social Media Marketing for a leading political figure in India for the Lok Sabha Elections 2019

✓ Managed the accounts of The Hindu, Sobha Ltd, House of Alapatt Properties, Safety Catch and many other international clients.

✓ Wrote numerous blog posts for the company's blog (www.vividreal.com/blog/)

Organiser, Official Guinness World Record Attempt

Successfully managed the Official Guinness World Record Attempt for the World's Longest Speech Marathon for Dr Binu K Thomas (September 2017)



Dr Binu K Thomas is a personality development trainer based in Kottayam, Kerala. He made the World Record for the Longest Speech Marathon by speaking 77 hours and 30 minutes straight.

- ✓ Handled all the official communication with Guinness World Records and its paperwork.
- ✓ Wrote press releases for the media
- ✓ Managed the stage and arranged the witnesses
- ✓ Handled the media and arranged for VIP visits
- ✓ Responsible for the collection of all the evidence to be submitted to Guinness World Records.

Business Development Executive

Axis Bank Ltd (August 2017 - February 2018)



Axis Bank is the third-largest private sector bank in India offering an entire spectrum of financial services for personal & corporate banking.

- ✓ Account opening
- ✓ All communications of the department
- ✓ Bringing in new businesses for the bank
- ✓ Handling customer complaints.

Marketing Executive

Solinair India (April 2015 - July 2017)



Solinair India deals with Solar Panels, Batteries and Inverters. The company is based in Kattappana, Idukki, Kerala.

- ✓ Created the content for all marketing materials for the company (Brochures and flyers)
- ✓ Made a system of collecting the email addresses and phone numbers of the customers.
- ✓ Business Development

Motivational Speaker and Personality Development Trainer





Organised and conducted personality development camps for NSS volunteers at school and college level.

Favourite Tools



Facebook Ads, Google Ads, LinkedIn Ads, Google Keyword Planner, Google Analytics, Search Console, Google Data Studio, Zapier, Pabbly Connect, Uber Suggest, Feedhive, Business Studio, Click Funnels, Privyr, Notion, Basecamp, Trello, Hubstaff, Hostinger, Publer, MailChimp, SendGrid, Luma, Labrika, ahrefs, WordPress, Elementor, Astra and many more.

Languages

Malayalam 	English 	Tamil 	Hindi 
Native speaker	Proficient speaker	Beginner	Beginner

Related Certification

- Attended the Strategic Leadership Workshop for Young Managers from 20th February 2017 to 07th March 2017 at Kochi. (Certified by Lancer Technologies & Assessing Body Pvt.Ltd)
- Participated in an Interactive Training Programme on 'Leadership for Change' sponsored by the Asian School of Business
- Google Analytics Certification from Google
- Google Ads Certifications

Education

Bachelor's Degree in Economics

St Berchman's College, Changanacherry, Kottayam (2012- 2015)

 References: Available on Request