

Radhika j

Digital Marketer

✉ radhu.j2000@gmail.com

☎ 9074817725

📍 Trivandrum, Kerala



👤 SUMMARY

"Detail-oriented Digital Marketer with a strong academic background in English Literature. Skilled in blending creative storytelling with technical strategies, including SEO optimization, content strategy, and social media management. Eager to leverage advanced communication and digital marketing skills to drive brand engagement and growth in a dynamic organization."

🧠 SKILLS

Digital Marketing & Technical Skills, Digital Marketing & Technical Skills, Advanced Language & Communication Skills, Advanced Language & Communication Skills



🎓 EDUCATION

MA English

IGNOU

06/2023 – 07/2025 | Trivandrum

Enhanced advanced critical thinking, textual analysis, and written communication skills through the study of diverse literary periods. Conducted extensive independent research and written comprehensive analytical essays.

📖 COURSES

Digital Marketing

Educode YaYa

04/2026 – 06/2026 | Trivandrum

Blended web development principles with digital marketing strategies to understand the full user journey. Focused on optimizing website structures for Search Engine Optimization (SEO), improving page load speeds for better ad conversions, and designing high-converting landing pages.

🔑 INTERESTS

Reading, Hearing Music, Trend Analysis, Baking, Tech and Digital Tools Exploration

"Driven by a background in English literature, I view digital marketing through the lens of compelling storytelling and audience-centric communication. I enjoy analyzing digital content trends, studying consumer behavior, and treating campaign creation as a form of narrative strategy. This intersection allows me to apply strong analytical and communication skills to develop impactful marketing strategies and engaging digital content."