



# AJAY JOY

Sales & Marketing  
Executive

## About Me

Dynamic graduate with a drive to tackle goals and achieve success. Bringing forth the ability to lead and collaborate with knowledge in sales & marketing, accounting, enterprise software, logistics & supply chain management.

Committed to optimizing & coordinating processes & experienced in troubleshooting & overcoming challenges

## Contact Details



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Abu Hamour, Doha

## Personal Details

Date of birth : 06/04/1999

Nationality : Indian

Sex : Male

Religion : Christian

Passport No : T9639137

Visa status : Transferable

## Language

- English
- Malayalam
- Hindi
- Tamil

## Expertise

- Management Skills
- Creativity
- Digital Marketing
- Critical Thinking
- Leadership

## Experience

### OCIUZ INFOTECH PVT LTD.

Thrissur - Kerala

June 2023 - March 2024

#### Marketing Executive

- contributed ideas to marketing campaigns.
- conducted research and analysed data to identify and define audience.
- monitored performance of marketing campaigns.
- maintained websites and social media campaigns.
- updated database and using customer relationship management.
- Coordinate and manage appointments, meetings, and follow-up communications with clients.

### SPARCS STUDIO

Kochi - Kerala

December 2022 - May 2023

#### Digital Marketing Executive

- proficient in using Google Analytics, Google Ads, Facebook Ads Manager.
- experienced in leading tools to analyse performance and drive strategic decisions.
- skilled in SEO techniques, including keyword research, on-page optimization, and link-building strategies, leading to top rankings on search engines.
- strong analytical and problem-solving skills with a keen eye for identifying market trends and consumer behavior.
- expertise in email marketing.

## Education

- **Diploma in Computerised Financial Management**  
Chamber Computer Academy

- **Logistics And Supply Chain Management**  
Laurus Institute for training and HR

- **Bachelor's in Commerce, Computer Application**  
University of Calicut

## Technical Skills

- Logistics and SCM
- Accounting
- SAP MM
- MS Office

## Professional Skills

- Customer Service
- Sales
- Time Management
- Marketing