

Emanuel J Kotturan

emanueljk0204@gmail.com ❖ +91 8848776918 ❖ Kerala, India

WORK EXPERIENCE

Tyndis Travel

Social Media & Digital Growth Intern

Jan. 2025 – May.2025

Kochi, KL.

- Developed and executed organic social media strategies across Instagram and LinkedIn for Tyndis and sub-brand Treemonks, resulting in a **30% increase in follower growth** within 4 months.
- Conducted in-depth audience research, competitor benchmarking, and digital audits to inform campaign direction and optimize channel performance.
- Collaborated with content creators, designers, and video editors to launch **Instagram ad creatives and video reels** that boosted post engagement by 40%.
- Managed and optimized **LinkedIn ad campaigns** targeting B2B audiences, leading to a marked increase in qualified corporate leads.
- Contributed to **SEO enhancement** by supporting blog content planning, keyword research, and technical SEO audits.
- Initiated the use of **Google Search Console and LinkedIn analytics**, improving campaign tracking and reporting accuracy.

Search Engine Evaluator

Freelance

Sept.2021-Aug.2023

Remote

- Conducted over **7000 evaluations** of search engine and chatbot outputs, assessing content quality, relevance, and accuracy.
- Identified multiple algorithmic inconsistencies and software bugs, contributing to platform performance enhancements.
- Provided structured feedback that informed technical improvements and UI optimizations.

Project Collaborations

Manipal Academy of Higher Education

Aug.2023 – Dec.2023

Manipal, KA

- **Market Research for Vitru:** Led competitor and demographic analysis to inform the expansion strategy of 104 new retail outlets; insights contributed to business model refinement.
 - **Cheluvu Naturals Launch Campaign:** Spearheaded a 360° digital campaign including platform-specific content strategy, visual planning, and brand messaging; resulted in successful product rollout and early user adoption.
-

EDUCATION

Manipal Academy of Higher Education

MA. Digital and Creative Marketing

Aug.2023-2025

Manipal, KA

- Completed with a CGPA of 8.10, with a strong focus on digital strategy, brand management, and consumer behavior.
- Highly involved in the Digital Marketing club with projects focused social media strategy and consumer research.
- Collaborated with various companies in developing branding strategies.

Sacred Heart College (affiliated to MG University, Kerala)

June.2020-Mar.2023

Bachelor of commerce with minor in Travel and tourism management

Kochi, KL

- Graduated with a 7.82 GPA with partial scholarship.
- Developed a Dissertation titled “Responsible Tourism in Kumbalangi”.
- Was part of the Film club, social service club, Environment Club

WORKSHOPS AND TRAINING

- **Generative AI for Marketing** – Explored use of AI tools for content creation, campaign optimization, and audience personalization in digital marketing.
- **Content Marketing Strategies (B2B & B2C)** – Focused on content planning, SEO, and distribution tactics to improve brand reach and engagement.
- **Google Ads & Tag Manager Training** – Hands-on training in setting up paid ad campaigns, conducting keyword research, writing ad copy, and implementing tracking with Google Tag Manager.

SKILLS

- **Social Media & Marketing Research**
 - Social Media Marketing · Content Strategy · Campaign Planning · Paid Ads (Meta, LinkedIn) · Influencer Marketing · Copywriting · Brand Positioning · Audience Segmentation · SEO & SEM · Performance Metrics & Reporting · Consumer Buying Behaviour
- **Technical Tools**
 - Google Analytics · Google Tag Manager · Meta Business Suite · Power BI · Tableau · Microsoft Excel · Canva · Adobe Premiere Pro · Jamovi · Generative AI Tools · Python (for Data Analytics) · MySQL · HTML · CSS · Java (basic)
- **Communication & Collaboration**
 - Strategic Thinking · Creative Problem Solving · Cross-functional Collaboration · Time Management · Cultural Sensitivity · Effective Communication