



INDU PAUL

DIGITAL MARKETING SPECIALIST

ABOUT ME

Hi, I'm Indu Paul, a dynamic Digital Marketing Specialist with extensive experience in creating impactful campaigns to boost user engagement and enhance website and app performance. Skilled in delivering innovative strategies that maximize reach and ROI.

ACADEMIC HISTORY

St. Aloysius College, Mangalore

Post graduate | July 2017 - May 2019

- Studied Journalism and Mass Communication
- Research on the topic "A comparative study of news on Coorg Flood in The Hindu and Deccan Herald"

St. Aloysius College, Mangalore

Bachelor of Arts | April 2014 - March 2017

- Studied Journalism, Economics and Communicative English

REACH ME AT

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WORK EXPERIENCE

Digital Marketing Manager

Linve Investments Pvt Ltd | October 2019 - Present

- Developing new content strategies for project growth and development
- Created Social media campaigns
- Planning new creative ideas to engage the audience in various social medias
- Script writer, Anchor and editor

Digital Marketing Specialist

Fortem Media | October 2019 - May 2024

- Assists the department head in carrying out International digital marketing campaigns
- Coordinating with teammates on all activities
- Developing new content strategies for project growth and development
- Created Social media campaigns

Intern News Editor

Garshom Media Ltd | June 2019 - August 2019

- Assists the department head in editing news reports.

Internship Trainee | KAIRALI TV

Malayalam Communications Ltd | May 2018 - June 2018

- Worked as a reporter. Part of the entertainment programme JB Junction.

Internship Trainee

Malayala Manorama Co. Ltd | May 2015 - Jul 2015

- Worked as a reporter and finding out new stories.

SPECIALIZATIONS

- ★ Project management
- ★ Researching and implementing SEO strategies
- ★ Implementing Social media, Search engine ads
- ★ Expert in Ahrefs, Semrush tools
- ★ Strong passion in Social Media Growth marketing analysis
- ★ Expert in socialpilot, hootsuit tools
- ★ Implementing content ideas for Social media ads

MAJOR PROJECTS THAT I INVOLVED

UCA News - www.ucanews.com

Asia's largest catholic news service. It's a donation based website and I started working on this project with my team from Feb 2020. During that time it had 50k traffic/month.

Major strategies implemented in this project:

- Implemented AMP for faster mobile browsing.
- Optimized website with Core web vitals, GTmetrix, Google page Speed insights.
- Implemented structured schema and submitted in google news.
- Daily scheduled social media posts with auto feed helped to improve social connections.
- Optimized the article title with keywords helped to list in google top stories.
- Introduced google AdSense.
- Introduced Traffic analysis using data studio
- Now we are getting 200k users/month and improved the donation from \$1000/month to \$5500/month

La Croix - international.la-croix.com

English edition of largest online news in France. It's a subscription based website and I started working on this project with my team from Nov 2019. During that time it had 60k users/month with \$7000 monthly subscription.

Major strategies implemented in this project:

- Strictly followed the keyword focused title and content.
- Implemented AMP for faster mobile browsing.
- Fixed the Html syntax errors using W3c validator. Which helped to load the website more faster.
- Optimized website with Core web vitals, GTmetrix, Google page Speed insights.
- Implemented schema markup and submitted in google news.
- Updated auto feeds in Flipboard, pinterest and other social medias.
- Optimized the article title with keywords helped to list in google top stories.
- Regularly updating website with Google developer tool updates to list articles in top stories.
- Collected email id's from website and targetted them with quality newsletter campaigns.
- Created Conversion driven Ads in Facebook, Instagram, Quora, Pinterest, Reddit and Twitter.
- Now we are getting 150k users/month and improved the Subscription amount from \$7000/month to \$15000/month.

Traffic Report of ucanews.com



Backlink Profile of international.la-croix.com



OTHER PROJECTS

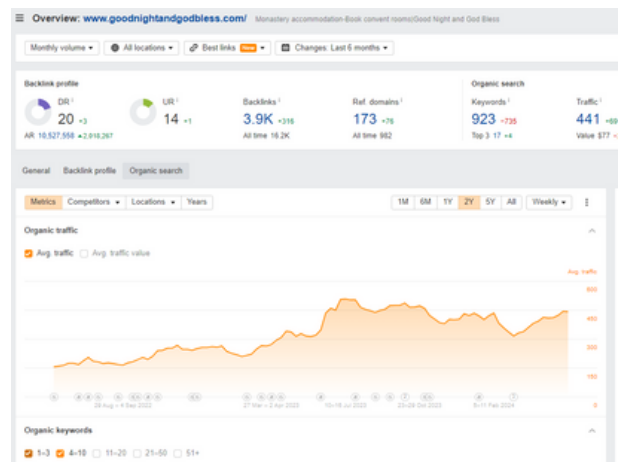
Monastery stays - goodnightandgodbless.com

Hotel booking website base in Australia.

Major strategies implemented in this project:

- SEO optimized content writing in Monastery web pages.
- Maintaining social medias.
- Strictly followed the keyword focused title and content.
- Updated auto feeds in Facebook, Instagram and other social medias.
- Optimized the blogs, Meta title with keywords helped to list in Google, Bing.
- Writing quality newsletter campaigns.
- Created Conversion driven Posts in Facebook, Instagram and Twitter.

Traffic Report of goodnightandgodbless.com



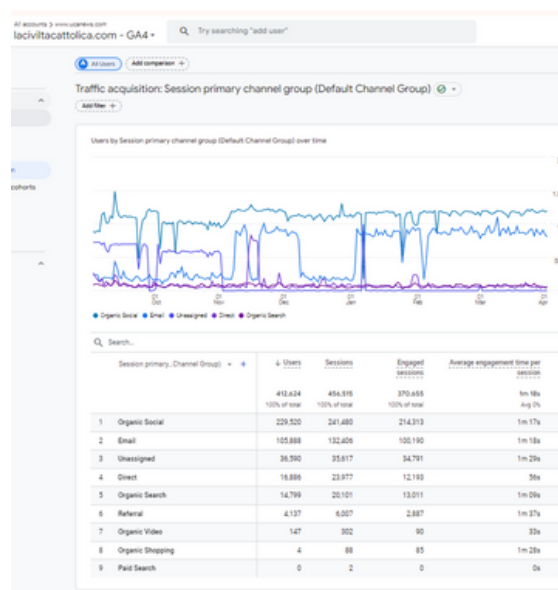
La Civiltà- www.laciviltacattolica.com

La civiltà is a periodical website based in Rome

Major strategies implemented in this project:

- Defined audience based email, Social media marketing.
- Featured snippet optimization.
- Target the audiences via Facebook, Reddit, Quora, Medium and Twitter.
- Retargeted the visited audiences via Facebook Pixel. Which resulted in improving conversions.
- Maintaining Social media

Google Analytics Report of Laciviltà



THANK YOU