



ROSHINI VIVEKANAND KRISHNAN

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ABOUT ME

Marketing graduate with skills in SEO, SEM, social media marketing, content creation, email marketing, Google Analytics, and Google Ads. Experienced in keyword research, website optimisation, social media management, and campaign execution. Strong understanding of digital marketing strategies, data analysis, and online advertising. Quick learner with excellent communication, teamwork, and project management abilities. Eager to apply digital marketing knowledge to support business growth and lead generation.

EDUCATION

BACHELOR OF BUSINESS (HONOURS) IN INTERNATIONAL BUSINESS AND MARKETING

Taylor's University, Malaysia

October 2020 – June 2024

Foundation in Business

Xiamen University Malaysia

August 2019 – July 2020

International Baccalaureate Diploma Programme

Jain International Residential School, India

May 2018 – May 2019

EXPERIENCE

Talent Acquisition Specialist

- Managed full-cycle recruitment for IT and non-tech roles, from entry-level to senior-level positions, ensuring alignment with organizational needs.
- Conduct interviews, evaluate candidates, and negotiate offers to secure top talent.
- Effectively source candidates using job portals such as LinkedIn Search, X-Ray Search, Naukri, Indeed and Apna Jobs.

October 2024 – January 2025

**Creencia Technologies,
Bangalore, India**

Special Projects (HR) Intern (Academic)

- I have developed strong communication skills and a solid understanding of recruitment strategies, including candidate sourcing and interview processes.
- Collaborated with the CEO to implement business development and talent acquisition strategies.
- Gained hands-on experience in the recruitment process, including drafting job descriptions, screening resumes, reports and conducting initial interviews.

January 2023 – March 2023

**Sunsson Talent Search
Partners, California, USA**

SKILLS

- | | | | |
|------------------------------------|-----------------------|--------------------------|------------------------|
| • Search Engine Optimization (SEO) | • Content Creation | • Social Media Marketing | • Email Marketing |
| • Search Engine Marketing (SEM) | • Marketing Analytics | • Basic Web Development | • Marketing Automation |

TOOLS

- **Google Tools** — Google Ads, Google Analytics, Google Search Console, Google Tag Manager
- **Meta Business Suite** — Facebook Ads Manager, Instagram Insights, Audience Targeting
- **SEO Tools** — Ubersuggest, Moz, Rank Math, SEMRush, Keyword Everywhere
- **Email Marketing Platforms** — Mailchimp and ConvertKit (basic),
- **Design Tools** — Canva (for social media creatives and blog visuals)
- **Content Management Systems (CMS)** — WordPress
- **Productivity & Planning** — Google Workspace (Docs, Sheets, Slides)
- **Automation** — Pabbly (Workflow Management), Ai Sensy, WABA (basic whatsapp campaign)

PROJECTS

1. SEO Content & Website Optimisation

- Developed keyword-rich content using the RankMath tool to enhance website visibility.
- Implemented on-page and off-page SEO, including meta tags, header structure, and internal linking.
- Analysed performance using Google Search Console and Google Analytics.

2. Social Media Branding & Engagement

- Built a content strategy using theme-based buckets and a content calendar.
- Managed Instagram and Facebook pages with consistent branding.
- Used platform insights to optimise posts and increase audience engagement.

3. Paid Ad Campaign: Upskill Rocket (Meta Ads)

- Ran a lead generation campaign for Upskill Rocket on Facebook and Instagram.
- Conducted A/B testing of ad creatives to optimise for cost per lead.
- Achieved 3 qualified leads in a 2-day campaign with minimal ad spend (₹142/lead).

4. Performance Marketing Practice

- Executed short-duration paid campaigns to understand ad performance metrics.
- Used Meta Ads Manager for ad targeting, budgeting, and real-time analytics.
- Interpreted ad reports to adjust targeting and maximise CTR.

5. CRM Automation with Pabbly & Zoho

- Built email workflows to automate lead follow-ups and customer nurturing.
- Integrated lead forms with CRM tools to streamline data capture.
- Tracked open and click-through rates to measure campaign effectiveness.

CERTIFICATION

Digital Marketing Course (Upskill Rocket - Feb to May 2025)

Covered modules: SEO, Social Media Marketing, Google Ads, Facebook & Instagram Ads, Email Marketing, Content Writing, WordPress Development, Web Analytics, Affiliate Marketing, Marketing Automation tools.

Google Certification - Google Search Ads, Google Display Ads, Google Video Ad, Google Ads Measurement and Google Ads Creative

SEMRUSH Certification - Keyword Research, On Page SEO, Technical SEO, Backlinks

HubSpot Certification - Social Media Marketing Level 1 & 2, Content Writing, Inbound Marketing