

BINSHA V M

Digital Marketing Executive & Event Coordinator

Experienced in digital marketing and event coordination, skilled in creating impactful campaigns, managing events end-to-end, boosting brand visibility, and driving engagement to achieve business goals.



binshavm@gmail.com

0506819282

Sharjah, U A E

linkedin.com/in/binsha-brijesh-52605055

WORK EXPERIENCE (6 + YEARS)

Digital Marketing Executive Cum Event Coordinator

STAR TECH FZE

12/2022 - 07

Sharjah ,UAE

Digital Marketing Executive Cum Event Coordinator

- Create engaging and high-quality content tailored to each platform (Facebook, Instagram, LinkedIn), including posts, stories, and reels.
- Website Management: Collaborate with the web development team to ensure the website is optimized for search engines and user experience.
- Preparing Marketing plan & budget for the upcoming year
- Plan, maintain, and execute a content calendar for each exhibition and Seminar
- Email Marketing: Execute email marketing campaigns, from concept to execution, including segmentation, testing, and reporting.
- Handling sister companies in KSA & Oman and Marketing material stock
- End User Registration government & Private sectors
- Inviting customers to the seminar through campaigns (Facebook Campaign & Google Ads)

Technical Assistant

Department Of Electronics , CUSAT

09/2018 - 04/2019

Ernamkulam , India

Technical Assistant

- Handle emails & customer inquiries and filing of all documents, employee records, in hard and soft copy.
- Supported in solving problems in network connectivity and Printer settings.
- Built a strong foundation of knowledge regarding the various tasks and duties required for a firm.

Project Engineer

NATIONAL AEROSPACE LABORATORIES- CSIR 4PI

02/2011 - 06/2014

Bangalore, India

Project Assistant

- Internal coordination with the technical team with regards to all project related documents.
- To assist in analysis of Atmospheric Model generated, Data retrieval and analysis of data. Retrieving data from towers in a daily basis.

SKILLS

Certified Microsoft office Specialist

Primavera 6.0

Linux Administration

Marketing Strategies

Sales & Marketing

Certified Digital marketing Expert

CERTIFICATES

Certified Microsoft office Specialist

Certified Digital Market Expert

Project Management training Certificate

Integrated Digital Marketing Strategies for Business Growth Certificate

Google Ads Certification

Google analytics Certification

LANGUAGES

English	●	●	●	●	●
Malayalam	●	●	●	●	●
Hindi	●	●	●	○	○
Tamil	●	●	○	○	○

PERSONAL DETAILS

Education - Btech (ECE - 2004 -2008)

Visa - Husband Visa

Marital Status - Married

Driving License - India Only