






AJAY JANARDHAN

DIGITAL STRATEGIST

CONTACT

-  +91 9496925359
-  ajayjanardhan94@gmail.com
-  Anugraha,
Vinayaka Residential Area,
Puthurvayal, Kalpetta P.O,
Wayanad, Kerala - 673121

EXPERTISE SKILLS

- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- DaVinci Resolve
- Canva
- Zoho

LANGUAGE

- English ●●●●●●●●
- Malayalam ●●●●●●●●
- Hindi ●●●●●●●●
- Tamil ●●●●●●●●

PERSONAL

Born: 15th September 1994

Nationality: Indian

01

PROFESSIONAL PROFILE

Highly motivated Digital Strategist with 4.5 years of eCommerce experience.

Experienced in diverse roles such as Digital Marketing, Content Creation, Video Content Production, and Social Media Management within the eCommerce sector.

A champion of digital marketing tools, with a proven track record of driving successful social media campaigns and creating actionable insights using powerful enterprise tools to help leading brands identify market gaps, explore opportunities, and achieve success.

Proven ability to develop and execute comprehensive digital marketing strategies that encompass engaging content creation, compelling video production, and effective social media management.

Skilled in driving brand awareness, increasing website traffic, and fostering audience engagement. Seeking to contribute my expertise in a dynamic team.

02

SKILLS

Proficient in digital marketing strategies and tactics

Ability to multitask and prioritize in a fast-paced environment

Detail-oriented with a focus on delivering high-quality results

Key Skills:

Content Creation: Blog writing, Article development, Copywriting, Scriptwriting

Content Production: Photography, Photo Editing, Scripting, Videography, Filming, Video Editing

Social Media Management: Content Scheduling, Community Management, Platform Analytics

Digital Marketing: SEO Optimization, PPC Advertising

Analytics & Reporting: Google Analytics, Social Media Analytics

Tools




Project Management: Content Calendars, Campaign Management, Deadline adherence



AJAY JANARDHAN

DIGITAL STRATEGIST

CONTACT

 +91 9496925359
 ajayjanardhan94@gmail.com
 Anugraha,
Vinayaka Residential Area,
Puthurvayal, Kalpetta P.O,
Wayanad, Kerala - 673121

EDUCATION

Degree: B.Sc Visual Media
Amrita School of Arts &
Sciences,
Amrita Viswa Vidyapeetam
Mysuru
2014 - 2018

Higher Secondary:
St. Joseph E.H.S School
Sulthan Bathery
2012 -2014

High School:
N.S.S Higher Secondary School
Kalpetta
2011

PERSONAL

Born: 15th September 1994

Nationality: Indian

03

EXPERIENCE

SellerApp Jan 2020 - June 2024
Digital Strategist
Content Writer
Video Content Creator
Social Media Manager
Photo and Video Editor

Freelance Jan 2019 - April 2019
Content Writer

04

CAREER JOURNEY


- I started my career as a freelance content writer and video content creator.
- My interest then centered around the world of eCommerce, as my journey with SellerApp took off in 2020.
- I quickly realized that for beginners who have no previous experience in eCommerce, as well as experienced sellers who are looking to scale their business, there were only a few reliable resources as well as platforms that enabled positive growth.
- I then dedicated my time to sharing successful tips and tricks on all aspects of Amazon selling, including:
 - Product Research, Product Sourcing, Listing Optimization, Amazon PPC Advertising, Business Monitoring
- Produced engaging video content (e.g., explainer videos on these topics, product demos) that resulted in a 57% increase in YouTube subscribers
- Managed social media presence across various platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, Reddit, Pinterest) to build a strong online community and increase follower engagement by 84%
- Analyzed social media and website analytics data to identify trends, measure campaign performance, and optimize strategies for continuous improvement.
- As a Digital Strategist: developed and implemented a comprehensive digital marketing strategy that increased brand awareness by 35%.





AJAY JANARDHAN

DIGITAL STRATEGIST

CONTACT

 +91 9496925359

 ajayjanardhan94@gmail.com

 Anugraha,
Vinayaka Residential Area,
Puthurvayal, Kalpetta P.O,
Wayanad, Kerala - 673121

EDUCATION

Degree: B.Sc Visual Media
Amrita School of Arts &
Sciences,
Amrita Viswa Vidyapeetam
Mysuru
2014 - 2018

Higher Secondary:
St. Joseph E.H.S School
Sulthan Bathery
2012 -2014

High School:
N.S.S Higher Secondary School
Kalpetta
2011

PERSONAL

Born: 15th September 1994

Nationality: Indian

05

PROJECTS

As Digital Strategist:

- Managed all social media channels, including but not limited to Facebook, Instagram, LinkedIn, Twitter, Reddit and YouTube, to cultivate a strong online presence and foster community engagement.
- Handled the roles of Video Content Writer and YouTube Content Producer.
- Worked on SEO strategies to optimise YouTube channel and video performance.
- Created and curated compelling social media content, including graphics, videos, and blog posts, to drive user engagement and increase follower base.
- Monitored social media analytics using tools such as Google Analytics and Hootsuite, and utilized insights to optimize content strategy and improve performance metrics.
- Implemented partnership strategies to expand brand reach and enhance brand credibility.

Personal Projects

- Produced a 6-minute solo documentary about PFM, or Participatory Forest Management project.
- Acted and worked behind the scenes in a 20-minute Short-Film project titled "Secret of Happiness".
- Acted and worked behind the scenes in a 9-minute Short-Film project titled "Samaphikkapuram".
- Acted and produced a 5-minute short film titled "The Call" as a part of college project.
- Acted and produced a 5-minute short film titled "Alumni" as a part of college project.
- Successfully created and coordinated, as a team, the inaugural short film festival of Amrita School of Arts and Sciences, Mysuru, titled "Cinerama", working alongside equally active and enthusiastic team members.
- Successfully coordinated the 2-day event "Carpe diem" of Dept. of Visual Communication, as a part of the college fest "Anthaprerana" for 3 consecutive years.
- Presented a case study on the marketing strategy of Porsche.
- Attended the 11th International Conference held by GLOBAL COMMUNICATION ASSOCIATION on the topic "OMBUDSMAN, MEDIA AND SOCIAL RESPONSIBILITY." held at University of Mysuru on 28th -29th January, 2016.
- Attended the PUBLIC RELATIONS COUNCIL OF INDIA (PRCI) Mysuru chapter held at B.N. Bahadur Institute of Management Sciences, Mysuru.
- Attended a Seminar on "FREEDOM OF SPEECH AND EXPRESSION" by Prof. Sridhar Krishnaswami held at B.N. Bahadur Institute of Management Sciences, Mysuru