



BRIEF SUMMARY

Motivated professional aiming to excel in marketing by leveraging technical expertise and a strong foundation in digital marketing, branding, advertising, and strategic planning. I am passionate about driving impactful campaigns, enhancing brand visibility, and crafting innovative strategies that align with organizational goals. With skills in problem-solving and market analysis, I am committed to contributing to the growth and success of a forward-thinking organization.

KEY EXPERTISE

- Marketing
- Digital Marketing
- SEO
- SEM
- Social Media
- Branding
- Mobile Advertising
- Graphic Design
- Web Development

EDUCATION

Parul University M.B.A. - Marketing - PIMR CGPA: 7 / 10	2024 - 2026
MHES College of Science and Technology, Kozhikode B.Sc.COMPUTER SCIENCE - COMPUTER SCIENCE (Full Time) CGPA : 5.58 / 10	2020 - 2023
EXCEL PUBLIC SCHOOL, Kannur 12 th KBHSE Percentage: 71.60 / 100	2020
EXCEL PUBLIC SCHOOL, Kannur 10 th KSEB Percentage: 93 / 100	2018

INTERNSHIPS

Business Technology Research and Analytics Centre(BTRAC) Marketing / Lead Management / Data Solutions Digital Marketer Key Skills: <div>Digital Marketing</div> <div>SEO</div>	15 May, 2025 - 26 Jun, 2025
Completed a Summer Internship at Business Technology Research & Analytics Centre, focusing on Digital Marketing. Gained hands-on experience in Social Media Marketing (SMM), Search Engine Optimization (SEO), content creation, and basic analytics. Successfully executed a project under professional supervision.	

PROJECTS

TUITION APP Mentor: RISS TECHNOLOGIES , CALICUT Team Size: 3 Key Skills: <div>Python</div> <div>Android Development</div> <div>SQLite</div> <div>CSS</div> <div>Algorithms</div> <div>Process Flow Diagram</div> <div>HTML</div> <div>Database</div> <div>Software Development</div> <div>Web Development</div>	01 Sep, 2022 - 01 Mar, 2023
The Tuition App project, developed as part of the curriculum requirement for my BSc Computer Science graduation, involved creating both an Android application and a website. This project provided me with valuable insights into software and website development, including understanding the technical processes involved. Additionally, it enhanced my project management, planning, and research skills, helping me gain practical experience in organizing and executing development tasks effectively	

ACHIEVEMENTS

- o Certificate of Merit in National service scheme

ASSESSMENTS / CERTIFICATIONS

certificate of skill competency in search engine marketing executive

Aggregate: 328 / 450
Subjects: Employability skills (35 / 50) , Maintain workplace health and safety (81 / 100) , Research and Identify target keywords (70 / 100) , Set-up pay-per-click (PPC) campaigns (68 / 100) , Track campaign performance and prepare reports (74 / 100)

Key Skills:

- Keyword Research
- PPC
- Employability
- Graphic Design
- Digital Communication
- Communication Skills
- Campaigns
- Digital Marketing
- Google AdWords

Certificate of skill competency of Search Engine Marketing Executive from Media and Entertainment skills council of India

SEMINARS / TRAININGS / WORKSHOPS

certificate of course completion in Digital marketing

31 Mar, 2024 - 31 May, 2025

Institute Name: TECHORIZ DIGITAL ACADEMY

Key Skills: Digital Marketing SEO SEM Social Media Web Development Canva

Certificate of course completion in Digital marketing from Techoriz Digital Academy, Calicut

certificate of participation in Mastering Data analysis technique and Data visualization using AI and ML

27 Sep, 2024 - 27 Sep, 2024

Institute Name: Parul University

Key Skills: Data Analysis AIML

Certificate of participation in Mastering Data analysis technique and Data visualization using AI and ML held during "QUEST:HEALTHCARE COLLOQUIM 2024" conducted by parul institute of public health

CO-CURRICULAR ACTIVITIES

- National service scheme volunteer

PERSONAL INTERESTS / HOBBIES

- meditation, yoga

IMs

- Other - <https://www.linkedin.com/in/vishnu-pm-726277236>
- WhatsApp - 8547662703

PERSONAL DETAILS

Gender: Male

Marital Status: Single

Current Address: POYIL MEETHAL , KAVIYOOR, CHOKLI, KANNUR ,KERALA, Kannur, Kerala, India - 670672

Emails: 2406142000442@paruluniversity.ac.in , vishnupmofficial@gmail.com

Date of Birth: 28 Mar, 2002

Known Languages: ENGLISH, HINDI , MALAYALAM, TAMIL

Phone Numbers: +91-8547662703, +91-8590192699