

# DHANISH P

0570689688 | dhanishpoozhithara@gmail.com  
linkedin.com/in/DHANISH POOZHITHARA/

MBA Graduate | Aspiring Marketing Executive | Skilled in Digital Marketing, Market Research & Client Engagement

## CAREER OBJECTIVE

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Motivated MBA graduate with hands-on experience in digital marketing and campaign execution, seeking a challenging position as a Marketing Executive. Passionate about enhancing brand visibility, engaging target audiences, and contributing to data-driven marketing strategies.

## EXPERIENCE

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- **DIGITAL MARKETING EXECUTIVE IN MR GROUP** 2021 – 2022
  - Executed marketing initiatives across digital and offline platforms in collaboration with cross-functional teams.
  - Supported content creation for promotional materials, social media, and email campaigns.
  - Worked closely with the design and sales departments to ensure alignment of marketing strategies with business objectives.

## EDUCATION

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- **MBA in Marketing Management** 2022 – 2024  
Bangalore North University, Bangaluru
- **Bachelor of Business Administration** 2017 – 2020  
Calicut university, Kozhikode

## SKILLS SUMMARY

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- **Digital Marketing** : knowledge of SEO, social media, and content strategy
- **Market Research** : Collecting and analyzing consumer trends & preferences
- **Campaign Coordination** : Assisting in planning & execution of marketing campaigns
- **MS Office** : Word, Excel, and PowerPoint
- **Strong communication** : Verbal and written skills
- **Creativity & Adaptability** : Quick to learn tools and adapt to new marketing trends

## PROJECT WORK

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### Pricing strategies and it's impact on consumer purchasing decisions

- Conducted in-depth research on pricing strategies and consumer behavior with focus on perceptions of premium pricing.
- Analyzed demographic influences on purchasing decisions and brand loyalty.
- Delivered actionable insights highlighting consumer price sensitivity, brand perception, and market opportunities.

## **STRENGTHS**

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- Assisting in Social Media Campaigns
- Market Research & Data Collection
- Competitor Analysis
- Client Relationship Management
- Preparing Marketing Reports & Presentations
- Visual Communication (Canva, Photoshop)
- Content Research and Planning
- Lead Generation Support
- Time Management & Task Prioritization

## **PERSONAL DETAILS**

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Date of Birth : 29 August 1999  
Gender : Male  
Languages Known : English, Malayalam, Hindi & Tamil  
Address : Malaz, Riyadh, Saudi Arabia.