

JITHIN GEORGE

Marketing Specialist

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PROFESSIONAL SUMMARY

Marketing specialist with hands-on experience in **influencer marketing** and **social media campaigns**. Experienced in coordinating with creators, managing **campaign deliverables**, and analyzing **engagement metrics** to support brand objectives. Seeking a **growth-oriented marketing role** to leverage creative and data-driven skills for **strategic marketing impact**.

SKILLS & TOOLS

Technical Skills - Digital marketing campaigns, Influencer marketing, Creator partnerships, Social media marketing (Instagram, YouTube, TikTok), Content marketing, Audience research, Copywriting, Brand collaboration, Campaign performance analysis (reach, engagement, CTR), Google Analytics 4, Social media analytics, SEO fundamentals, Keyword research, Data-driven marketing, Search engine marketing.

Tools - Excel/Google sheets, Microsoft office, Slack, Trello, Canva, Chatgpt, Rows AI, Perplexity AI, Capcut AI, Meta Business Suite.

EMPLOYMENT HISTORY

Marketing Executive Qyuki (Remote) March 2024 - present

- Managed **8-12 client accounts per campaign cycle**, consistently achieving **100% delivery KPIs** through proactive **scheduling** and **strategic follow-ups**.
- Grew the partner database from **300 to 450+ contacts**, contributing to a **25% increase in partnership opportunities** through consultative outreach.
- Delivered **4 end-to-end campaigns**, managing the customer journey from initial brief to final execution while maintaining a high standard of **client service**.
- Used **Excel, Trello, and Canva to track KPIs**, coordinate deliverables, and present tailored marketing solutions to clients.

Influencer Marketing Tring Jul 2022 - Apr 2023

- Managed **influencer onboarding** and contracts for **10+ creators per campaign**, tracking timelines and deliverables using **Excel**.
- Built and maintained an **Excel-based database of 500+ creators**, improving **brand-creator matching** and **campaign readiness**.
- Executed **3+ influencer marketing campaigns** in collaboration with brand and operations teams using **Canva**.
- Conducted content research and trend analysis using **perplexity** to support **campaign planning** and **execution**.
- Analyzed influencer performance across **60+ posts**, tracking **reach, impressions, and engagement** using **Excel and platform analytics** to identify **high-performing creators** for repeat collaborations.

Talent Mangement Aspiring Productions (Reality Show) May 2022 - Dec 2022

- Sourced and managed **300+ talents** via Facebook, Instagram, and YouTube, tracking details and application status in Excel.
- Executed online auditions for **250+ participants**, recording **scores, feedback, and shortlisting decisions** in structured **Excel** sheets.
- Collaborated with 4-6 production team members to coordinate **audition schedules** and availability using **Excel**.
- Designed an effective system that improved **audition efficiency** and **evaluation quality** for shortlisting final participants.
- Introduced a **centralized Excel tracking system**, reducing **turnaround time by 40%** and streamlining audition operations.

EDUCATION

MSc in Digital Marketing Salford University 2024-2025

Dissertation - The Impact of Modern Influencer Strategies on Consumer Behaviour (**distinction, 71.33%**).

BA in Mass Media and Communication Mumbai University 2018-2021

Key areas included media studies, advertising, public relations, content creation and communication theory.

OTHERS

- Certification course** - The Complete Digital Marketing Course - 12 Courses in 1 (Udemy), Google Analytics 4 (GA4) Certification, HubSpot Academy Inbound Marketing Certification, Meta Blueprint Digital Marketing Associate Certification.
- Additional experiences** - Front of house staff, Warehouse operative (part time)(Manchester)