

JOYAL C MATHEW

Digital Marketing Professional

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PROFESSIONAL SUMMARY

Motivated and detail-oriented Digital Marketing professional with hands-on experience in Web Design, SEO, Social Media Marketing, and Google Ads. Backed by a Bachelor of Computer Applications degree and real-world internship experience, I combine technical knowledge with creative thinking to deliver impactful digital strategies. Passionate about building engaging online experiences and helping brands grow their digital presence.

CORE SKILLS

Web Design	SEO	Social Media Marketing	Google Ads	Content Uploading
WordPress	Email Marketing	Google Analytics	HTML / CSS	On-Page Optimisation

EDUCATION

Oct 2025 – Present	Digital Marketing Course (Currently Pursuing) Dotin Academy, Thrissur, Kerala
2019 – 2022	Bachelor of Computer Applications (BCA) Chinmaya Mission College, Kolazhy, Thrissur
2017 – 2019	Higher Secondary (Plus Two) Assisis English Medium School, Thalakkottukara, Kechery, Thrissur
2017	SSLC (Secondary School Leaving Certificate) Assisis English Medium School, Thalakkottukara, Kechery, Thrissur

WORK EXPERIENCE

Aug 2024 – Feb 2025	Web Design Intern Talks & Talks Company, UK <ul style="list-style-type: none">Assisted in designing and developing web pages with a focus on clean UI and responsive layouts.Worked with WordPress and page builders to create and maintain client websites.Collaborated with the team to implement SEO best practices and improve site
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performance.

- Gained hands-on experience in web standards, accessibility, and cross-browser compatibility.

Aug 2025 – Oct 2026

Content Uploading Executive

StudyMEDIC, Thrissur, Kerala

- Managed structured uploading of educational content across the company's digital platforms.
- Ensured content accuracy, formatting consistency, and proper categorisation for end users.
- Coordinated with the content and editorial team to meet publishing schedules and quality standards.

CERTIFICATIONS

Mar 2026

SEO Fundamentals Certificate

SEMrush Academy

Mar 2026

Social Media Marketing Certification

HubSpot Academy

Feb 2026

Web Design Certificate

Talks & Talks Company, UK

PROJECTS & PORTFOLIO

Jan 2026

Personal Portfolio Website

<https://joyalmathew.com/>

- Currently building a personal portfolio website to showcase digital marketing projects and skills.
- Designed and developed using WordPress with full on-page SEO optimisation and responsive layout.
- Includes case studies, certifications, and live project results for prospective employers and clients.

SKILLS OVERVIEW

Web Design

- Proficient in HTML/CSS basics and WordPress (Elementor, themes, plugins).
- Designs responsive, user-friendly pages with a focus on UX and SEO-friendly structure.
- Internship experience building and maintaining live client websites for a UK-based company.

SEO

- On-page SEO: keyword research, meta tags, heading structure, internal linking, image optimisation.
- Off-page SEO: backlink building basics, directory submissions, and content

outreach.

- Tools: Google Search Console, SEMrush, Ubersuggest.

SMM

- Content strategy and scheduling across Instagram, Facebook, LinkedIn, and Twitter/X.
- Community management: engaging with comments, DMs, and building audience relationships.
- Experience with Meta Business Suite for organic posting and paid social campaigns.

Google Ads

- Familiar with Search, Display, and Shopping campaign types within Google Ads.
- Keyword research, match types, ad copywriting, and Quality Score improvement.
- Understanding of bidding strategies including CPC, target CPA, and ROAS optimisation.

LANGUAGES

Malayalam (Native) **English** (Professional) **Hindi** (Conversational)