

# 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 2025 – Present **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.
- Aug 2024 – Feb 2025 **Web Design Intern**  
Talks & Talks Company, UK
- 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 performance.
- Gained hands-on experience in web standards, accessibility, and cross-browser compatibility.

## CERTIFICATIONS

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- 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

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### 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

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### 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

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Malayalam (Native) | English (Professional) | Tamil (Conversational)