

Jayasri Remma

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PROFILE SUMMARY

I am a creative and results-driven Digital Marketing Professional with over three years of experience. I enjoy creating content, managing social media, and running digital campaigns from start to finish. I use tools like Google Analytics, SEMrush, and HubSpot to track how well campaigns are performing and make data-driven improvements. Having worked in both agency and in-house teams, I am highly organized, used to managing multiple projects, and ready to help a brand grow its online presence.

CORE SKILLS & TOOLS

- Multi-Channel Campaign Management
- Organic Social Media Growth & Content Calendars
- Short-Form Video Production & Graphic Design
- Copywriting & Content Strategy
- B2B & B2C Marketing
- SEO & SEM Strategy
- Event Marketing Collateral & Logistics
- Performance Reporting, KPI Tracking & Competitor Analysis
- Google Analytics (GA4) & SEMrush
- HubSpot, Zoho CRM & Mailchimp
- WordPress (CMS)
- Canva, Adobe Photoshop & Adobe Illustrator
- Hootsuite & Social Media Scheduling
- Trello and Asana Project Management Tools
- Gemini, Claude, & ChatGPT

CERTIFICATIONS

- Digital Marketing Certification – HubSpot Academy (2026)
- Social Media Marketing Certification – HubSpot Academy (2026)
- Email Marketing Software Certification – HubSpot Academy (2026)

RELEVANT WORK EXPERIENCE

Marketing Assistant

FEB, 2025 - NOV, 2025

Solutions30 UK, Saltney, Chester, Wales, UK

- Planned and managed a 12-month social media content calendar for industry networking events, growing the organic LinkedIn audience by over 100 new followers each month.
- Designed digital and print marketing materials, including brochures, flyers, and exhibition stand displays, using Canva and Adobe Photoshop.
- Created and edited promotional videos for company services, sharing them across LinkedIn, Facebook, Instagram, and YouTube to increase audience engagement.
- Wrote and published SEO-friendly website content and blogs to improve search rankings and keep the brand message consistent.
- Built monthly performance reports using Google Analytics and social media insights to track campaign success and plan future marketing steps.
- Worked closely with the Sales and HR teams to create marketing materials for internal communications and company events.

Digital Marketing Project Manager / Coordinator

JUN, 2020 - AUG, 2022

GrowSmart Technologies Pvt. Ltd, Hyderabad, India

- Created and ran digital marketing campaigns (SEO, social media, and email) for USA-based clients in real estate, finance, law, and hospitality.
- Set up automated email marketing workflows and templates in Zoho CRM and HubSpot to keep in touch with customers and capture new leads.
- Researched keywords and looked at competitor websites using SEMrush to improve content strategies and get more website visitors.
- Managed teams of web developers, graphic designers, and writers, making sure all projects were finished on time and met quality standards.
- Tracked website traffic with Google Analytics and shared progress reports with clients during regular virtual meetings.
- Organised digital marketing projects from start to finish, keeping track of deadlines, documents, and action items.
- Looked into market trends and audience behaviour to help the team plan better marketing campaigns.
- Managed communication between clients and internal teams to make sure everyone was on the same page.

ADDITIONAL EXPERIENCE

Exam Invigilator

MAY, 2024 - JAN, 2025

The Bishops Bluecoat C of E Highschool, Chester, England, UK

- Supervised examination sessions ensuring strict compliance with institutional guidelines; managed attendance with high accuracy and professionalism.

Customer Service Roles (Part-Time)

OCT, 2022 - JAN, 2025

KFC and Yo! Sushi, London & Queensferry, UK

- Delivered excellent customer service in fast-paced, multi-stakeholder environments; handled queries, transactions, and daily operations efficiently.

EDUCATION

University of East London, London, UK

2022 - 2024

Master of Sciences (MSc) – International Business Management

Sreenidhi Institute of Science and Technology, Hyderabad, India

2017 - 2020

Master of Business Administration (MBA) – Marketing

Megha Institute of Engineering and Technology for Women, Hyderabad, India

2012 - 2016

Bachelor of Technology (B. Tech) – Electronics and Communication Engineering

ADDITIONAL INFORMATION

- Eligible to work in the United Kingdom
- Strong interest in digital communications, social media trends, and audience engagement
- Comfortable working collaboratively in fast-paced and professional environments
- Passionate about creating engaging, accessible, and brand-focused content

REFERENCES

Available upon request.