

TWINKLE T MALIACKAL

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

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PROFESSIONAL SUMMARY

Social Media Manager and Digital Marketing Specialist with **3+ years of combined experience** across agency and freelance roles. Specialized in **organic social media management and content strategy**, with hands-on experience in ads, campaigns, website design, sales funnels, landing pages, and lead magnets, and experienced in supporting coaches and service-based businesses with consistent, conversion-focused digital presence.

SKILLS

- Social Media Management (Organic Growth)
- Content Strategy & Content Planning
- Profile Management & Optimization (Instagram, Facebook, LinkedIn, YouTube, X, Thread, etc.)
- Campaign Planning & Execution
- Paid Ads Support (Meta Ads, Google Ads)
- Website Design (WordPress, WIX, Squarespace)
- Landing Pages & Sales Funnels
- Lead Magnet Creation
- SEO Basics & Keyword Research (On page, Off page)
- Email Marketing & Automation
- Analytics & Performance Tracking
- Brand Positioning & Online Presence

TOOLS AND PLATFORMS

- Meta Business Suite: Social Media Management, Ads, etc.
- Go High-level: Social media, Sales Funnels, Landing Pages, Websites, etc.
- WordPress, WIX: Website Design
- CANVA, Filmora, CAPCUT: Designing, Editing
- Mailchimp
- Google Ads, Google Analytics, Google My Business, Google Merchant Center, Google Search Console
- Looker Studio
- HubSpot, Buffer

WORK EXPERIENCE

Freelance Social Media Manager & Website Designer

Remote | Jan 2023 – Present

<http://www.linkedin.com/in/twinkletmaliackal> || www.twinklecreate.site

- Specialized in organic social media management for coaches, consultants, and service-based businesses
- Planned and executed monthly content strategies aligned with offers, launches, and audience growth
- Managed content across Instagram, LinkedIn, and YouTube, ensuring brand consistency
- Supported campaign execution, lead magnets, and funnel-driven content
- Collaborated on landing pages and sales funnel content to support lead generation

- Analyzed performance metrics and optimized content for engagement and reach
- Translated business goals into structured, repeatable content systems

Key Client:

Rebeca – Business & Life Coach (USA) | www.rebecasbeautiful.com

- Created full-month content calendars aligned with services and programs
- Supported organic lead generation through warm campaigns and content strategy
- Increased Instagram engagement by 60% in 3 months through targeted content.
- Improved 70+ LinkedIn Connections in 1 month

Digital Marketing Manager

Heyday PR & Marketing, Kochi | Feb 2022 – Jun 2023

- Managed 10+ social media accounts across Instagram, Facebook, and LinkedIn
- Developed and executed digital marketing strategies for fitness and wellness brands
- Led influencer marketing collaborations, significantly increasing brand reach by 15x
- Supported paid ad campaigns and promotional launches
- Designed and managed WordPress websites, including landing pages and basic SEO
- Assisted in lead generation activities that contributed to increased memberships and product sales

Software Developer Trainee

Dhi Sigma Systems, Kochi | Jan 2021 – Nov 2021

- Worked on application development and technical problem-solving
- Gained a strong foundation in systems, logic, and structured workflows

EDUCATION

Master of Computer Science (MSc)

School of Computer Science, Mahatma Gandhi University, Kottayam, INDIA **2018 – 2020**

Bachelor of Computer Applications (BCA)

Mar Kuriakose Arts & Science College, Puthuvely, **2015 – 2018**

CERTIFICATIONS & PROFESSIONAL TRAINING

Digital Marketing Course Completion Certificate: Techmindz, Info park, Kochi | October 2025

Skill Sets Covered:

SEO (Search Engine Optimization), SMM (Social Media Marketing), SEM (Search Engine Marketing), Google Ads, Facebook & LinkedIn Campaigns, Keyword Planner Tool, Google Search Console, Google Analytics, Page Speed & Score Optimization, Google Business Listing, WordPress Website Management

Digital Marketing Internship: One Team Solutions, Kochi | 3 Months

- Hands-on training in SEO, Social Media Marketing, and WordPress
- Exposure to Google Analytics, Search Console, and campaign basics
- Assisted in content execution and performance tracking

Google – Fundamentals of Digital Marketing Google Digital Garage

Accenture – Digital Skills: Digital Marketing Accenture

NASSCOM – Foundational Artificial Intelligence