

# JYOTHI B S

Bengaluru, Karnataka

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## PROFILE SUMMARY

Highly motivated MBA candidate specializing in Digital Marketing, with strong hands-on experience in SEO, Google Ads, Meta Ads, email marketing, affiliate marketing, and marketing automation. Adept at driving traffic, improving conversion rates, and analyzing campaign performance to generate measurable business impact. Generated ₹54,000 revenue in one week through strategic lead conversion and recognized as Star Performer – PowerPlay Week. Experienced in Pinterest traffic generation, Amazon affiliate marketing, and conversion-focused funnel strategies. Passionate about leveraging data-driven marketing to support brand growth and ROI optimization.

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## EDUCATION

MBA in Digital Marketing — Presidency University | 2023 – 2025 | CGPA: 8.5

B Com in Accounts & Marketing — Davangere University | 2020 – 2023 | CGPA: 8.4

Pre-University (Commerce) — Sir MV Institutions | 2018 – 2020 | Percentage: 91.33%

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## EXPERIENCE

**Rinex Technologies – Inside Sales Intern (Bangalore) | (AUG 2025 – Present)**

- Generated ₹54,000 revenue in one week by successfully closing 6 high-value sales.
- Awarded Star Performer – PowerPlay Week for outstanding revenue achievement.
- Managed inbound and outbound leads using consultative selling techniques.
- Improved lead-to-customer conversion through structured follow-ups and objection handling.
- Provided customer insights to marketing teams to enhance targeting strategies.

**Infopace Management Pvt Ltd – Research and Analysis Intern (Bangalore) | (SEP 2024 – OCT 2024)**

- Conducted structured research and data collection for socio-economic studies.
  - Compiled and analyzed datasets to prepare detailed analytical reports.
  - Identified 30+ potential entrepreneurs through targeted profiling.
  - Assisted in preparing structured reports and maintaining data accuracy.
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# PROJECTS

- **Social Media & Email Marketing** – Managed content calendar using Excel and automated posting through Buffer and Sprout Social. Designed Facebook ad creatives using **Canva** and executed Mailchimp campaigns achieving 62.5% open rate and 50% click-through rate.
  - **Affiliate Marketing & Traffic Generation** – Implemented affiliate marketing using **Amazon Associates**. Generated traffic through Pinterest strategies and utilized Beacons.ai as a landing link hub to optimize user journey and conversions.
  - **Website Development** – Designed high-converting landing pages using Elementor and developed an e-commerce website with variable product configuration. Built responsive portfolio website with optimized UI/UX.
  - **Search Engine Optimization** – Performed On-Page SEO using **Yoast SEO**, conducted keyword research using SEMrush, implemented backlink strategies, and optimized meta tags and internal linking structure.
  - **Google Ads & Marketing Automation** – Built Display and Video campaigns using Google Ads with audience segmentation and performance planning. Developed workflow automation using Pabbly to integrate website leads into CRM systems.
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# SKILLS

**Digital Marketing:** SEO (On-Page & Off-Page), SEM, Google Ads, Meta Ads, Email Marketing, Affiliate Marketing, Lead Generation, Performance Marketing, Campaign Optimization, Marketing Automation

**Technical Skills:** Google Ads, Google Analytics, WordPress, Elementor, SEMrush, Yoast SEO, Canva, Buffer, Sprout Social, Mailchimp, Pabbly, MS Excel

**Soft Skills:** Analytical Thinking, Communication, Problem Solving, Time Management, Team Collaboration

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# CERTIFICATIONS

- Google Ads Certification – Google Skillshop
  - SEO Certification – Simplilearn
  - Instagram Marketing – IIDE
  - Social Media Marketing – Hootsuite
  - Excel (Basics) – Internshala
  - Digital Marketing – Upskill Rocket
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# LINKS

<https://s68.upskillrocket.fun/beer-landing-page/>

<https://s68.upskillrocket.fun/>