

RINCY T

ACCOUNT MANAGER - MARKETING
SERVICES

ABOUT ME

A results-driven Digital Marketing Specialist with hands-on experience in campaign management, email marketing, and performance optimization. I recently completed a Digital Marketing Certification from Upskill Rocket, which enhanced my expertise in SEO, social media strategy, Google Ads, and analytics. With a background in client operations and marketing at Regalix Pvt Ltd, I bring a strong blend of analytical thinking, creativity, and leadership. Passionate about driving measurable growth through data-driven marketing strategies and delivering impactful digital experiences.

CONTACT

-  +91-6360172783
-  rincyyiyash@gmail.com
-  Bangalore, Karnataka, India

EDUCATION

Pondicherry University
B-Tech Civil Engineering
2010-2014

CERTIFICATIONS

- Upskill Rocket Digital Marketing Certification
- SEMRush & SEO Certification
- Google Search Ads
- Google Display and video ads
- Hubspot Social Media
- Hubspot E-Mail Marketing
- Hubspot Content Marketing
- Full Stack Developer MEARN - Luminar Technolab

WORK EXPERIENCE

Freelance Digital Marketing Specialist (SEO & Social Media)

December 2025 -
Feb 2026

- Conducted keyword research and implemented on-page SEO (meta tags, headings, content optimization) to improve search engine rankings.
- Executed off-page SEO strategies including backlink building, competitor backlink analysis, and directory submissions to strengthen domain authority and organic visibility.
- Actively monitored social media platforms, responded to comments and messages promptly, and managed community interactions to enhance brand reputation and customer engagement.

Associate Consultant

Mar 2021 - Feb 2024

Regalix Pvt Ltd (Marketstar)

- Managed backend operations for an eCommerce client, including catalog formatting, validating vendor order confirmations against purchase orders, generating shipments and shipping labels, sending catalog files to suppliers, and resolving logistics issues from the CX team.
- Monitored and optimized staff performance to achieve individual and team targets, while preparing and analyzing weekly and monthly operational reports.

List Building Executive

Aug 2019 - Feb 2021

Regalix Pvt Ltd (Marketstar)

- Executed targeted email marketing campaigns using tools like HubSpot and ActiveCampaign, incorporating insights from market research to optimize engagement and conversions.
- Developed comprehensive campaign performance reports to analyze open rates, click-through rates, and ROI for strategic decision-making.

TECHNICAL SKILLS

- SLA tracking
- CRM systems
- Workflow tracking
- Microsoft Excel / Google Sheets
- SEO
- Google Ads
- Social Media Marketing
- Content Marketing Strategy
- Keyword Research & Competitor Analysis
- Web Analytics
- Pay-Per-Click (PPC) Campaign Management
- Marketing Automation Tools
- Conversion Rate Optimization
- Landing Page Optimization
- A/B Testing & Performance Tracking
- Reporting & ROI Analysis
- Canva & Creative Ad Design
- WordPress
- HTML / Cascading Style Sheet
- JavaScript

LANGUAGE

- English
- Malayalam
- Hindi
- Tamil

Graduate Trainee

KITCO Ltd

Dec 2014 – Dec 2015

- Assisting in the planning, supervision, and execution of civil engineering projects ensuring quality and compliance with design standards.

Site Engineer

Jan 2016 – July 2016

GD Builders

- Overseeing on-site construction activities, ensuring adherence to project specifications, safety standards, and quality requirements.

KEY RESPONSIBILITIES I CAN TAKE

- Serve as the primary liaison between clients and internal teams, ensuring clear communication of goals, deliverables, timelines, and expectations.
- Oversee end-to-end project operations, including planning, resource coordination, progress tracking, and delivery quality control.
- Monitor project timelines and workflows, proactively identifying bottlenecks and implementing process improvements.
- Track performance metrics and operational KPIs, preparing reports and insights for internal teams and clients.
- Maintain documentation, project trackers, and communication logs for operational clarity and accountability.
- Assist in forecasting workload, resource needs, and project capacity planning.

SKILLS

- Digital Marketing
- Team Work
- Adaptability
- Leadership
- Problem-solving
- Willingness to learn
- Positive attitude
- Organization skills