



RIJO VARGHESE

DIGITAL MARKETING EXECUTIVE

B.COM (Travel & Tourism)

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PROFILE

I'm a dedicated professional with a bachelor degree in Travel & Tourism, devoted to crafting unforgettable hospitality experiences. With Expertise in customer care and operations, I focus on enhancing services through meticulous attention and dedication. Eager to join a dynamic team and to provide exceptional service in the tourism and hospitality sector. Motivated digital marketing intern with hands-on experience in SEO, SMM, social media management, and content creation. Skilled in keyword research, on-page optimization, Google Business profile management, and running basic social media campaigns.

SKILLS & EXPERTISE

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Lead generation
- Social Media Marketing
- Google Ads (Search, Display, YouTube)
- Adobe Photoshop
- Content Marketing
- Data Analytics and Reporting
- Basic HTML/CSS
- Illustrator
- Google Business Listing
- Social Media Poster Design
- Wordpress SEO
- Ai Tools
- Domain & Web Hosting
- Outlook Configuration
- LinkedIn & Insta Ads
- Local SEO

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

@ Metahash Digital Media LLP, Kaloor Kochi

NOVEMBER 2025 - APRIL 2026 | KALOOR KOCHI

Developing Digital Marketing Strategies, Market Research & Analysis: Conduct market research to understand target audiences, their behavior, and preferences. Analyze competitors' strategies.

TOURIST CARETAKER

Freelancer

DECEMBER 2024 - OCTOBER 2026 | FORT KOCHI

Provided assistance to domestic and international tourists by planning itineraries and offering local guidance. Arranged transportation, hotel bookings, airport pickup, and sightseeing to ensure smooth travel. Coordinated with service providers and handled travel-related issues while ensuring a safe and comfortable experience.

RESTAURANT MANAGER

@ Cultural coconut Restaurant

January 2023- November 2023 | FORT KOCHI

Managed purchasing and billing, maintaining accurate financial records. Maintained and updated financial databases, Proficient in MS Office and Tally. Generated daily financial reports, ensuring precise and organised record keeping. Cultivated customer relationships, contributing to business growth. Managed inventory levels of food and supplies, ensuring efficient stock management.

RESTAURANT SUPERVISOR

@ Loafers Corner Cafe

MARCH 2021 - DECEMBER 2023 | FORT KOCHI, KERALA

Managed restaurant operations , overseeing staff , suppliers and customer service . Built and maintained strong customer relationships , resolving inquiries and compalins

FOOD AND BEVERAGE SERVICE

@ Loafers Corner Cafe

JULY 2017 - FEBRUARY 2020 | FORT KOCHI, KERALA

Visiting the counters, developing the market, managing the distributors in the market, improve the primary sales, and collecting and handling customer feedbacks and grievances.

EDUCATIONAL QUALIFICATIONS

B COM (Travel & Tourism) YEAR 2016

@ Siena College of Professional Studies , Edakochi , Ernakulam

HIGHER SECONDARY | YEAR 2013

@ T D Higher Secondary School , Mattancherry , Ernakulam

SECONDARY SCHOOL LEAVING CERTIFICATE (SSLC)

@ St. John De Britto Anglo Indian Boys High School, Ernakulam

TECHNICAL QUALIFICATIONS

ADVANCED DIGITAL MARKETING TRAINING | April 2026

@ Metahash Digital Media LLP, Kaloor, Kochi | Kerala India

TALLY , QUICK BOOKS , PEACHTREE

@ G - Tech , chullickal kochi.

SOFTWARE SKILLS



LANGUAGES

English
Malayalam

REFERENCE

SALEESH S N
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PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 11th February 1996
Marital Status : Married
Interest : Travelling
Hobbies : Listening Music

DECLARATION

I here by declare my unwavering commitment to upholding the values of integrity, ethics, and confidentiality in all aspects of my professional life.

Place: FORT KOCHI

Date:

RIJO VARGHESE