

Harikrishnan JS

Entry-Level Digital Marketing Specialist

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Summary

Digital Marketing professional with practical experience in SEO, lead generation, and campaign execution through hands-on projects. Skilled in Google Ads, Meta Ads, and marketing analytics, focused on optimizing campaign performance.

Websites and Social Links

Portfolio website: <https://jsharikrishnan.com/>

LinkedIn: www.linkedin.com/in/harikrishjs97/

Shopify E-commerce Website : <https://bubzee-baby-store.myshopify.com/>

Experience

Digital Marketing Internship, May 2026 - Current

Burj Buzz Creative Marketing, Dubai, United Arab Emirates (Remote)

- Undergoing structured training in digital marketing with exposure to real-world client case studies across the sustainability and hospitality sectors.
- Building expertise in digital marketing strategy, brand positioning, audience segmentation, and content planning for diverse business models.
- Developing practical knowledge of SEO, SEM, Performance Marketing, Google Analytics (GA4), Google Tag Manager (GTM), and WordPress.
- Gaining expertise in organic marketing, social media content strategy, creator marketing, and campaign planning.
- Exploring customer persona development, location-based marketing, competitor analysis, and consumer behavior to support data-driven marketing decisions.
- Strengthening strategic thinking through industry case studies and assignments focused on addressing real-world business marketing challenges.

Design Engineer , Apr 2022 - Apr 2026

Stellantis PSA AVTEC POWERTRAIN , Hosur

- Designed and maintained detailed 3D models and 2D engineering drawings using AutoCAD, ensuring compliance with design specifications, tolerances, and manufacturing standards.
- Supported end-to-end mechanical design, production planning, and layout optimization while collaborating with cross-functional teams to ensure timely project delivery.
- Performed quality inspections, validation, and diagnostics of engine components using E-Check systems and DRR metrics to identify defects and improve inspection accuracy.
- Managed CAD documentation and PLM updates, incorporating design revisions and supplier inputs to maintain engineering data integrity.

Service in Charge , Sep 2021 - Mar 2022

Royal Enfield Service center , Trivandrum

Motorcycle Service Center – Maintenance & Service

- Delivered customer-focused service by explaining repairs and building strong client relationships
- Diagnosed mechanical and electrical issues using standard tools and service procedures
- Performed routine maintenance, including engine checks, brake systems, transmission, and vehicle inspections
- Ensured timely service delivery while maintaining quality and safety standards

Education

GCC Based Digital Marketing Course, Dec 2025 - Jun 2026

SkillMount, UAE

Digital Marketing Course (GCC-Focused) – SkillMount (*Ongoing*)

- Trained in SEO, performance marketing (Google Ads, Meta Ads), and WordPress website development
- Hands-on experience with GA4, GTM, Shopify, and campaign tracking

Bachelor of Technology (B.Tech), Jun 2016 - Nov 2020

Noorul Islam University , Thiruvananthapuram

B.Tech in Mechanical Engineering, CGPA: 6.97

Higher Secondary Certificate (60.5%), Jun 2014 - Mar 2016

Kerala State Board of Higher Secondary Education , Thiruvananthapuram

10th Grade (67%), Jun 2012 - Mar 2013

Kerala State Board of Public Exams, Thiruvananthapuram

Skills

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| • Search Engine Optimization | • Campaign Coordination |
| • Google Analytics | • Meta Ads |
| • Website Development (Wordpress, Shopify) | • Google Ads |
| • Designing | |

Certifications and Licenses

Google Analytics Certification (GA4) – Google Skillshop, 2026

Google Ads Video Certification – Google Skillshop, 2026

Content Marketing Certification – HubSpot Academy (2026)

Data Science with AI-certification – CB Tech Institute (2023)