



MARTIN K JAMES

Team Lead : Digital Marekting & Content

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Idukki, Kerala, India



PROFILE SUMMARY

Results-driven Team Lead in MarkeĈng and Content with a strong background in creaĈve design, digital strategy, and mulĈmedia producĈon. Skilled at growing brand visibility, engagement, and bookings using advanced SEO, AEO, and GEO techniques. Proven experience leading creaĈve teams to deliver impacĈul markeĈng campaigns that support brand growth and expansion.

PROFESSIONAL EXPERIENCE

<div>2024 June - Present</div> <div>Monkey Tribe Hostels</div> <div>Cochin, Kerala, India</div>	<div>TEAM LEAD ĀDIGITAL MARKETING & CONTENT</div> <div>Leading marketing and content strategy for Monkey Tribe Hostels, driving SEO, AEO, and GEO optimizations to boost brand visibility and bookings. Creating innovative social media content and campaigns that engage the community and support rapid brand growth across multiple properties. Managing a creative team to deliver compelling visuals and storytelling aligned with the brand's adventurous spirit.</div>
<div>2021 September - 2024</div> <div>Phoenix Designs and Media Productions</div> <div>Kerala, India</div>	<div>FREELANCE CONTENT LEAD CUM CREATIVE DIRECTOR</div> <div>Led creative projects for diverse clients focusing on brand development, content strategy, and multimedia production. Delivered high-quality social media campaigns that boosted engagement by up to 50%, managing a team of designers, writers, and marketers to meet tight deadlines.</div>
<div>2020 December - 2021</div> <div>Blue & Gray Management Consultants</div> <div>Bengaluru, India</div>	<div>GRAPHICS AND VIDEO PRODUCTION EXECUTIVE</div> <div>Created engaging marketing content including posters, newsletters, videos, and motion graphics. Leveraged visual storytelling to enhance brand identity and drive marketing goals aligned with client needs.</div>
<div>2019 April - 2020</div> <div>Study Analytics</div> <div>Bengaluru, India</div>	<div>CONTENT SPECIALIST FOR DIGITAL MARKETING</div> <div>Developed digital marketing content tailored to client goals, including marketing collateral and videos. Combined creativity with strategic planning to elevate brand presence and audience engagement.</div>

EDUCATION

<div>2016 - 2019</div> <div>Mahathma Gandhi University</div> <div>Kottayam, Kerala, India</div>	<div>B.A. MULTIMEDIA</div> <div>comprehensive program that encompasses various disciplines such as graphic design, web design, media production, photography, and content design, equipping students with a broad skill set for creative and digital industries.</div>
<div>2015 - 2016</div> <div>G-Tec</div> <div>Kerala</div>	<div>DIPLOMA IN GRAPHICS AND IT</div> <div>comprehensive curriculum covering graphic design, video editing, MS OĖice proficiency, system hardware and software knowledge, and web design skills.</div>

AWARDS AND RECOGNITIONS

<div>13th RANK IN BA MULTIMEDIA</div> <div>Mahathma Gandhi University, Kottayam</div>
<div>HEADED CREATIVE TEAM FOR AIFSSCB EVENTS</div> <div>All India Fire Service Sports Control Board</div>
<div>HEADED CREATIVE TEAM FOR FOCUS</div> <div>Forum of Critical Utility Services</div>

SKILLS

Graphic Design	<div><div></div><div></div><div></div><div></div><div></div></div>
Content Strategy	<div><div></div><div></div><div></div><div></div><div></div></div>
Media Production	<div><div></div><div></div><div></div><div></div><div></div></div>
SEO/AEO/GEO	<div><div></div><div></div><div></div><div></div><div></div></div>
Performance Marketing	<div><div></div><div></div><div></div><div></div><div></div></div>