ANGEL ELIZABATH BIJU

Digital MarketingTrainee

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PROFESSIONAL SUMMARY

Aspiring digital marketer currently pursuing a **Program in Digital Marketing (AI) at Entri Software Pvt Ltd** , with a strong interest in social media marketing, copywriting, and brand building. Backed by hands-on experience creating a digital marketing brand from scratch and analysing leading brands such as Zomato, KitKat and Nike. Also trained in copyediting, with basic HTML skills and a growing knowledge of AI tools. Seeking an internship or trainee role to apply these skills and keep learning in a digital marketing environment.

CERTIFICATIONS – DIGITAL MARKETING

Program in Digital Marketing (AI) - Entri Software Pvt Ltd | In progress

- Core professional training in digital marketing, with a focus on social media marketing, copywriting and AI-powered marketing tools
- Applying the concepts learned directly to live projects: the Brightreach Digital Growth brand and the independent brand analyses below

PROJECTS

Brightreach Digital Growth - Digital Marketing Brand

- Created the brand identity, including logo and cover image
- Set up and managed brand pages on Facebook, Instagram, and YouTube
- Applied social media marketing concepts from training to build the brand's online presence

Independent Brand Analysis - Zomato, KitKat & Nike

- Analysed brand identity, target audiences, emotional branding, and marketing strategies
- Identified campaign strengths, consumer insights, and opportunities for improvement
- **Zomato:** food delivery and restaurant discovery brand; studied its witty, relatable social media content
- **KitKat:** chocolate wafer brand built around the "Have a break" idea; studied its break- time positioning
- **Nike:** global sportswear brand; studied its motivational, emotion-led storytelling

OTHER TRAINING AND CERTIFICATIONS

- **Basics of Copyediting** – **Alison**, completed 2 November 2026 (92% final assessment score)
- **AI Saksharatha (AI Literacy)** – **Entri**, September 2026
- **Spoken English** – **Entri**, September 2026
- **HTML** – self-paced online learning
- **Artificial Intelligence** – self-paced online learning

TECHNICAL SKILLS

- Social Media Marketing
- Copywriting
- Brand Creation and Social Media Page Setup
- Brand Analysis
- HTML
- AI Tools and Prompting

EDUCATION

- **Plus Two(Higher Secondary)** - Paliyam G.H.S.S Chendamangalam
- **SSLC** - De Paul E.M.H.S.S Angamaly