

Emil Roy

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Palakkad, Kerala



PROFILE SUMMARY

A detail-oriented and analytical professional with a solid understanding of financial principles, digital marketing strategies, and emerging technologies. Proficient in accounting software, data analysis, and digital tools, with hands-on experience in Artificial Intelligence and Machine Learning. Strong critical thinking and decision-making abilities, complemented by excellent communication and leadership skills. Adept at identifying areas for improvement and implementing effective solutions to drive organizational success.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive ProCubiz
Infotech, Trivandrum

2nd September 2024 – 20th
January 2026

- & Implemented digital marketing strategies to enhance online presence and drive website traffic.
- & Analyzed customer behavior and campaign performance metrics to optimize marketing efforts.
- & Utilized SEO, SEM, and social media marketing to achieve organizational goals.

Key Highlights:

- & Hands-on experience in creating targeted marketing campaigns.
- & Proficiency in leveraging analytics tools to measure ROI and customer engagement.

PROJECTS

- & **Study on Customer Attitude Towards Digital Marketing:** Conducted research with a focus on Vadakkencherry Grama Panchayat to understand consumer behavior and preferences.
- & **Machine Learning Heart Disease Prediction:** Developed a predictive model using logistic regression to assess heart disease risks effectively.

KEY SKILLS

- & Digital Marketing (SEO, SEM, Social Media Marketing)
- & Machine Learning and Artificial Intelligence
- & Data Analysis and Visualization
- Accounting and Financial Principles
- Critical Thinking and Problem-Solving
- Leadership and Decision-Making
- Excellent Communication Skills
- Advanced Computer Proficiency (MS Office, Python, Data Tools)

EDUCATIONAL BACKGROUND

Bachelor of Commerce (B.Com) with Computer Applications Calicut University, Kerala (2019- 2022)

Higher Secondary Education (Commerce)
Kerala State Board (2017-2019)

Secondary Education
Kerala State Board (2017)

LANGUAGES

English, Hindi, Malayalam, Tamil

CERTIFICATIONS

Digital Marketing Unique Occassio Tech, Kochi (May 2023 – July 2023)

Artificial Intelligence Mentorow Solutions, Kochi
(August 2023 – March 2024)

SEO Certified: HubSpot Academy

HubSpot academy (December 14, 2024 – January 13, 2026)

AREAS OF INTEREST

- & Digital Marketing Strategies
- & Artificial Intelligence and Machine Learning