

Allan George

Executive Summary

As an enthusiastic learner and dedicated professional in Digital Marketing, I specialize in Google and Meta ads, social media, and demand generation. I excel at identifying opportunities to optimize web performance and consistently spearhead initiatives that drive business growth and boost audience engagement. My experience spans collaborations with companies, startups, and small businesses, allowing me to develop expertise in:

- Google Ads & Meta Ads Campaign Strategy and Optimization
 - Conversion-Focused Landing Page and Funnel Development
 - Data Interpretation & Decision-Making through Google Analytics
 - Building Engaging Campaigns That Combine Creativity with Performance
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Professional/Project Experience

Japanese Language Academy

DIGITAL MARKETING SPECIALIST

September – Present 2025

- Joined one of the leading Japanese Language Academy in Kerala
- Worked on their Kannur Branch and made their website from scratch
- Created their content for Social Media for advertising purpose
- Assessed how social media serves as a dual-purpose channel for both listing promotion and company branding, enhancing client engagement and project visibility.

DriState LLC – Project

SOCIAL MEDIA MARKETING

Oct 2025

- **Social Media Marketing Audit:** Proactively launched a comprehensive audit of the organization's social media marketing (SMM) activities.
- **Conducted In-Depth Competitor Analysis:** Performed a detailed benchmarking study of key competitors across major platforms (Facebook, Instagram, YouTube) providing critical insights into industry trends, content performance, and engagement tactics.
- **Developed and Managed Content Calendar:** Designed and implemented a structured content calendar to ensure consistent, timely, and targeted social media outreach.
- **Created and Published Engaging Social Media Content:** Produced original, brand-aligned content for Instagram and Facebook, tailored to resonate with target audiences and drive engagement.

Education

Digital Academy 360 **2025**

Leadership in Digital Marketing, AI and Entrepreneurship

Christ University, Bengaluru

Bachelor of Hotel Management **2023**

Army Public School

Central Board of Secondary Education – 12th Std **2019**

Army Public School

Central Board of Secondary Education – 10th Std **2017**

Skills

Core Skills

Digital Strategy | Growth Marketing | Analytics | Goal Setting | Paid Media (Google & Meta Ads) | Campaign Optimization | Audience Targeting | Lead Gen. Campaign |

General Skills

Google Analytics | Landing Pages | Zapier & Manychat Automation | Brand Promotion | Social Media Strategy | Client Communication | Market Research | Strategic Thinking |

Specialist Skill

Google Ads | Google Analytics | Meta Ads | Search Engine Optimization (SEO) | Social Media Marketing (SMM) | PPC advertising |

Tools Used

Semrush | Google Analytics | Moz | Google Search Console | Google Ads | Meta Ads | LinkedIn Ads | Google Tag Manager | Canva | Zapier | HubSpot |

AI Tools Used

ADDITIONAL ACHIEVEMENTS

Certified Black Belt in Kyokushin Karate | Captained College Department Football team | Competited in ZP Athletics and Football Tournaments |

PROJECT HIGHLIGHTS

1. Google ads campaigns

☐	☒	Campaign	Budget	Status	Campaign type
		^ Drafts in progress: 8			
☐	☒	Draft: TEST - 01 Finish		In progress	Search
☐	☒	Draft: TEST - 01 Finish		In progress	Performance Max
☐	☒	Draft: TEST - 01 Finish		In progress	Search
☐	☒	Draft: hoovufresh-pmax-bofu-10-02-2025 Finish		In progress	Performance Max
☐	☒	Draft: Display-1 Finish	₹1,000.00/day	In progress	Display
☐	☒	Draft: Display-1 Finish	₹1,000.00/day	In progress	Search
☐	☒	Draft: The Ace Agency Finish		In progress	Search
☐	☒	Draft: Display-1 Finish	₹500.00/day	In progress	Display

☐	☒	Campaign	Budget	Status	Campaign type
		^ Drafts in progress: 3			
☐	☒	Draft: NIKE BOOTS DEMAND GEN Finish	₹500.00/day	In progress	Demand Gen
☐	☒	Draft: Nike Boots Finish	₹500.00/day	In progress	Display
☐	☒	Draft: Nightwing - Sales - Search Finish		In progress	Search

Live Projects

DryStateLLC (US) - SMM AUDIT AND CONTENT CREATION

a. Competitor analysis

1.Competitor Analysis									
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Facebook											
	LINKS	Followers		Performance				Hashtags		Summary	
		Followers Count	Source ID	Published Posts	Comments	Likes	Engagement Rate	Most Used	Average # of Hashtags	Conclusions Drawn	
RYVITATE LLC	https://www.facebook.com/ryvitate-usa/	13		3 to 4 per month	0 to 1 per post	2	20.00%	Images	6 - 10	If maintain a small yet highly engaged audience with consistent image-based posts and effective hashtag use, but should focus on increasing frequency and audience interaction to boost growth.	
SERVPOSTION(ALL)	https://www.facebook.com/SERVPOSTION/	100,000		25+ per month	0 to 20 per post	8000	5.87%	Images & video	5	If has a large following with consistent posting of images and videos, achieving solid engagement at 5.87%, but can enhance interaction by a content and more strategic hashtag use.	
MY VO(UTOM(ALL)	http://www.facebook.com/MyVoUtome/	220		1+ per month	0 to 2 per post	2	2.00%	Images	6	The posts regularly with image-based content and moderate hashtag use, but show low engagement at 2%, indicating a need for more lively and stronger audience engagement strategies.	
MAKRESTOT(ALL)	http://www.facebook.com/maKrestot/	515		5 to 10 per month	0 to 2 per post	10	2.00%	Images & video	3-5	If maintain a consistent posting schedule with mixed media content but experience low engagement at 2.00%, suggesting the need for more visuals, interactive posts, and optimized hashtag use to boost audience response.	
SERVICE MASTER RESTORE (IRVING)	https://www.facebook.com/ServiceMasterRestoration/	45,000		10-21 per month	0 to 2 per post	37	0.83%	Video & Images	0-4	If has a large following but with a low engagement rate of 0.83%, indicating that despite posting video and images, the content strategy might require better calls-to-action, and improved hashtag strategy to increase audience interaction.	
BELFOR (IRVING)	https://www.facebook.com/BELFORInc/	54,000		15 to 24 per month	0 to 4 per post	78	0.16%	Images & video	3-4	If has a strong follower base and consistent posting frequency, but a low engagement rate of 0.16%, suggesting the need for more relatable, content and interactive challenges to better connect with the audience.	
Instagram											
	LINKS	Followers		Performance				Hashtags		Summary	
		Followers Count	Source ID	Published Posts	Comments	Likes	Engagement Rate	Most Used	Average # of Hashtags	Conclusions Drawn	
RYVITATE LLC	https://www.instagram.com/ryvitate-usa/	11		24 total posts	1 comment	3	36.37%	Images	5	If has a small but highly engaged audience with a strong 36.37% engagement rate, focusing that its image-based content and consistent has tags could drive follower growth.	
BLACKSD(UTOM(ALL)	https://www.instagram.com/blacksdigital/	3,021		307 total Posts	0 comments	64	1.49%	Images & video	5 - 15	If maintain a strong posting history with diverse image and video content, but its low engagement rate of 1.49% suggests a need for more interactive content, audience-focused storytelling, and refined hashtag use to boost engagement.	
MY VO(UTOM(ALL)	https://www.instagram.com/MyVoUtome/	723		307 total posts	1 per post	8	1.24%	Images & video	6	If has a consistent posting pattern with visually appealing content, but its low engagement rate of 1.24% indicates the need for more interactive engaging captions, and strategic calls-to-action to enhance audience participation.	
MAKRESTOT(ALL)	https://www.instagram.com/makrestot-us/	656		190 total posts	0 per post	6	0.70%	Images & video	5 - 15	If has a moderate posting history with mixed media content, but a low engagement rate of 0.70% highlights the need for more engaging captions, content, and optimized hashtag strategies to better connect with its audience.	
SERVICE MASTER RESTORE (IRVING)	https://www.instagram.com/service-master-restoration-usa/	2,100		803 total posts	0 to 1 per post	20	0.92%	video	6	If has a large content library with frequent video posts, but a low engagement rate of 0.92% suggests the need for more interactive content, storytelling, and improved hashtag strategies to boost engagement.	
BELFOR (IRVING)	https://www.instagram.com/belfor-usa/	6,746		4104 total posts	0 per post	22	0.37%	Images	4	If has a very large posting history and follower base, but an extremely low engagement rate of 0.37% indicates that the image-based content with the audience, highlighting a need for more interactive, relatable posts, and strategic hashtag use.	
YouTube											
	LINKS	Followers		Performance				Hashtags		Summary	
		Subscriber Count	Source ID	Videos Published	Comments	Likes	Engagement Rate	Most Used	Average # of Hashtags	Conclusions Drawn	
RYVITATE LLC	https://www.youtube.com/watch?v=6A3N0DpUg00	10		1 total video	0 per video	0	0%	Cryptic	0	The channel is in its early stages with low activity and engagement, content output and optimization are needed to grow visibility and audience interaction.	
SERVPOSTION(ALL)	https://www.youtube.com/watch?v=0SERVPF0Doo0u4g000	2,300		79 total video	0 comments are turned off	0	0.00%	Scripts	0	The channel has a strong content output and decent engagement; however, turning off comments limits interaction and community growth.	
MY VO(UTOM(ALL)	https://www.youtube.com/watch?v=0a3n0DpUg00	67		15 total video	0 comments	6	8.50%	Music/Video	0 - 3	The channel shows consistent content creation and fair engagement, but disabling comments reduces audience interaction and potential for growth.	
DAILYORTH RESTORATION (IRVING)	https://www.youtube.com/watch?v=0a3n0DpUg00	360		177 total video	0 comments	0	0.26%	Public/Private/Restriction	0 - 4	The channel shows consistent content creation and fair engagement, but disabling comments reduces audience interaction and potential for growth.	

b. Content Calendar

CONTENT CALENDER								
Date	Day	Theme	Caption	Visual Description (for Graphic Designer)	Format	Platform	Hashtags	
15-10-2025	Wednesday	Brand Introduction	Welcome to DryState where restoration meets reliability. We rebuild, repair, and restore your peace of mind.	Instagram: Minimalist layout, logo animation intro with tagline, clean white & blue palette, subtle water droplet motion. background Facebook: Static post with high-res team photo + company story in caption, banner tagline overlay YouTube: 30-sec cinematic intro drone shot of a neighborhood, voiceover: "This is DryState. Restoring homes. Restoring trust." Include soft ambient background music and logo outro.	Image / Intro Video	Instagram, Facebook, YouTube	#DryStateLLC / #TexasRestoration / #RestorePros / #TrustaService	
18-10-2025	Saturday	Water Damage Awareness	Water can damage more than walls it damages comfort. Let's fix that.	Instagram: Carousel of 4 slides (1) before flood, (2) during drying process, (3) restoration progress, (4) final result. Add clean bold text overlays Facebook: Same image with longer caption explaining service benefits YouTube: Shortvideo (45 sec) technician assessing flooded area, equipment in use, ending with client smile. Include subtitles + light ambient music.	Carousel / Short Video	Instagram, Facebook, YouTube	#WaterDamage / #LeakAlert / #HomeFood / #PipeBust	
20-10-2025	Monday	Water Damage Myth	Myth: A small water leak will dry out on its own. Fact: Water soaks into materials, risking structural damage and mold growth. Always call an expert to ensure a complete dry-out.	Carousel Slide 1 (Title): Text graphic with bold "MYTH BUSTED" and a water drop icon. - Carousel Slide 2 (Myth): Photo of a small, wet stain on a wall or baseboard. Keep it subtle and relatable. - Carousel Slide 3 (Fact): Photo of a thermal camera screen showing a hidden bright blue/red patch inside a wall. Show the technology that finds the unseen water.	Carousel	Instagram, Facebook	#WaterDamageMyth / #RestorationFacts / #MoldPrevention / #StructuralSafety	
22-10-2025	Tuesday	Company Values	Integrity and rapid response are the foundations of our service. When you choose DryStateLLC, you choose peace of mind. We're here 24/7.	- Carousel Slide 1 (Title): Clean graphic with DryStateLLC logo and the text "Our Core Values". - Carousel Slide 2 (Trust): Close-up shot of a team member's hand (gloved) being extended in a professional handshake (staged, but look genuine). Focus on the sincerity, not the faces. - Carousel Slide 3 (24/7): Graphic with a clean, digital clock icon showing "24/7" and the phrase "Always On Call." Use the company's brand color for the background.	Carousel	Instagram	#TexasOwned / #CustomerFirst / #RestorationService / #DryStateValues	
24-10-2025	Friday	Local Shout-Out	Supporting local businesses is essential. Shout-out to [Local Business Name] for the best coffee to kick off our workday! Where's your favorite local spot?	Image: Photo of a team member (or two) outside a clearly identifiable local coffee shop or restaurant. - Focus: One team member holding the local business's branded cup/takeaway bag, smiling. - Action: The team member should be facing the camera, not the building, to keep the focus on them and the local item.	Image	Instagram, Facebook	#SupportLocal / #TexasCommunity / #LocalBusiness	