

JISMY THOMAS

DIGITAL MARKETER | CONTENT CREATOR

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SUMMARY

Digital marketer and content creator working across organic social, paid campaigns and web. Built a fashion and lifestyle audience of 4,300+ followers and delivered brand partnerships for *Almarah by Pullimoottil*, *IHA Designs*, *Twin Birds* and *Hay Clothing*. Hands-on with SEO, WordPress/WooCommerce, Google Analytics, and Google and Meta advertising, backed by three years of data analysis and quality control at CSIR-NIO.

PROFESSIONAL EXPERIENCE

Content Creator & Freelance Digital Marketer | Self-employed, Kerala 01/2026 – present

- Built [@its_me_jismy](#) to 4,300+ followers in the fashion & lifestyle niche through organic short-form content; top-performing reels have reached 19.8M, 6.7M and 2.4M views.
- Delivered brand partnerships for *Almarah by Pullimoottil*, *IHA Designs*, *Twin Birds* and *Hay Clothing* - a repeat client - producing reel and stories for the campaign, scripted, shot, and edited independently end to end.
- Partnership content was reposted or published as collaborative posts on brand handles, extending campaign reach beyond the creator audience.
- Used Instagram Insights to test hooks, formats and posting times, and applied the findings to subsequent content planning.

Project Assistant | Data Centre, CSIR - National Institute of Oceanography, Goa 07/2023 – 05/2026

- Corrected and verified online cruise metadata, quality-checked cruise metadata sheets, and prepared cruise reports from submitted online records, using Excel and GIS software.
- Evaluated, verified and standardised 300+ manuscript datasheets to ensure data accuracy ahead of publication.
- Sailed on the SSK-162 expedition aboard RV Sindhu Sankalp in the Arabian Sea, working on bathymetry data acquisition and sampling.

Teacher | St. Francis School, Auraiya; Saichetana Public School, Davanagere 2020 – 2023

CERTIFICATES

Certificate Program in Digital Marketing (AI) | Entri Software Pvt. Ltd., NSDC Jan-July 2026

- Coursework in SEO, social media marketing, content strategy, WordPress, AI marketing tools, Google Analytics, Google Ads and Meta Ads.

PROJECTS

Website Creation Using WordPress | [mibyjismy.in](#)

- Designed and built a responsive WordPress/WooCommerce storefront for a clothing brand: theme customisation, plugin configuration, product catalogue setup and on-page SEO. Currently live as a demonstration build, with payment integration in progress.

Google & Meta Ad Campaigns

- Planned, launched and monitored a Google Ads awareness campaign delivering 1,700 impressions and 29 clicks, and a Meta Ads campaign reaching 60,000 accounts - including audience targeting, creative and budget setup.

SKILLS

Digital Marketing: SEO, Social media marketing, Content creation & strategy, Campaign optimisation, Audience targeting & research

Advertising: Google Ads, Meta Ads Manager

Website: WordPress, WooCommerce, on-page and technical SEO

Analytics: Google Analytics, Instagram Insights, Microsoft Excel

Creative Tools: Canva, CapCut, Inshot & AI content tools

Technical: Data quality control & validation, GIS

EDUCATION

Master of Science (M.Sc.) in Physics Mahatma Gandhi University, Kerala

Bachelor of Science (B.Sc.) in Physics Mahatma Gandhi University, Kerala