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OBJECTIVE:

Seeking a challenging role as a digital marketer, leveraging proficiency in SEO, PPC, Google Ads, SEM, content marketing, and SMM. Passionate about utilizing data-driven strategies to enhance online visibility and achieve measurable success. Committed to staying abreast of industry trends for innovative solutions.

ACADEMIC QUALIFICATION :

DEGREE	COLLEGE	UNIVERSITY	PERCENTAGE/CGPA	YEAR
Bachelor of Commerce (General)	Agurchand Manmull Jain College, Chennai	University of Madras	74.61	2018- 2021
Higher Secondary Certificate	JRK Matriculation Higher Sec School, Kattankulathur	Tamil Nadu State Board	72.66	2017- 2018
Secondary School Leaving Certificate	St.John's Matriculation Higher Sec School, Guduvancheri	Tamil Nadu State Board	75.2	2015- 2016

WORK EXPERIENCE:

iTrend Solutions, Digital Marketing Associate

[July 2023 - Jan 2024]

- Spearheaded Amazon Ads campaigns, demonstrating expertise in meticulous campaign creation and management to drive product visibility and sales growth on the platform.
- Applied sophisticated bid optimization methods, enhancing ad effectiveness and ROI, while refining tactics through comprehensive keyword research and performance evaluation.
- Achieved measurable success by leveraging data-driven insights to identify high-performing keywords, optimize bidding strategies, and refine targeting, resulting in enhanced campaign performance and revenue generation.

Digital Marketing Freelancer

[Jan 2022 - Present]

- Freelanced as a digital marketing specialist, adept in SEO, PPC, Google Ads, SEM, content marketing, and SMM, offering comprehensive expertise to clients seeking enhanced online presence.
- Implemented tailored strategies across diverse platforms, driving traffic and engagement through effective SEO tactics, targeted PPC campaigns, and compelling content marketing initiatives.

INTERNSHIP:

Annalect India, Internship Trainee

[May 2022 - July 2022]

- Actively participated in a digital marketing internship, gaining hands-on experience in SEO, PPC, social media management, and content marketing, under the guidance of industry professionals.
- Assisted in the creation and execution of digital marketing campaigns, contributing to increased brand visibility and engagement across various online platforms

CERTIFICATIONS:

- Expert Digital Marketing - **FITA Academy, Chennai**

[Jan 2023]

SKILLS:

- Search Engine Optimization
- Google Ads
- Google Analytics
- Pay Per Click
- Bid Management
- Social Media Marketing
- E-Commerce SEO
- On Page and Off Page Optimization
- WordPress
- MSOfficeSuite–Excel, Word and PowerPoint

EXTRA CURRICULAR ACTIVITIES:

- **Sports:** Participated in Football Tournaments during School and College.
- **Volunteer:** Served in Junior Red Cross and Road Safety Patrol during School.
- **Abacus:** National Level Champion.

LANGUAGES KNOWN:

- English
- Tamil
- Hindi