


D. ARUN KUMAR

D I G I T A L M A R K E T E R

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 Coimbatore, Tamil Nadu

PROFILE

I have one year of hands-on Experience in Digital Marketing. Proven ability to optimize campaigns, drive targeted traffic, and enhance online visibility. Strong analytical skills and a track record of delivering results.

SKILLS

- SEO
- SEM
- SMO
- SMM
- Email Marketing
- Content Marketing
- Photoshop and Premier Pro Basic
- Wordpress
- Canva
- Ai Tools

EXPERIENCE

DIGITAL MARKETER

Venkat Sulochana Furniture Aug 2022 - July 2023

- Developed and executed digital marketing strategies to increase brand visibility and drive website traffic.
- Managed SEO efforts, increase in organic search traffic within six months.
- Created and optimized PPC campaigns, reducing cost-per-click while maintaining high conversion rates.
- Developed engaging social media content, growing the company's social media
- Keyword Research and Analysis, SEO for Website and Local SEO. Ran campaigns in Facebook and Google ads

EDUCATION

B.COM 2015 - 2018

Dr. SNS Rajalakshmi College of Arts & Science

M.COM 2018 - 2020

Kongunadu Arts & Science College

TOOLS

Google Keyword Planner, Google Analytics 4, Search Console, Website Audit Report, MOZ, SEM RUSH, Simplified SEO Tools, Canva, Poster My wall, Quill Bot, Dupli checker, Mail chimp, Send in blue and Chrome extensions.