Ragul T A S

Digial Marketing

Dedicated and results-driven Digital Marketer with seven months of experience in developing and implementing digital marketing strategies. Proficient in SEO, SEM, social media management, and content creation. Skilled in analyzing data and optimizing campaigns for maximum ROI. Strong communication and project management abilities.

✉ ragultas955@gmail.com   📱 9363124869   📍 Chennai   🔗 linkedin.com/in/ragultas

WORK EXPERIENCE

Digital Marketing Exceutive
Yocto Entertainment

11/2023 - 03/2024   *Puducherry*

Responsibliities

- Developed and executed social media marketing strategies to increase brand awareness and engagement across platforms like Facebook, Instagram, and Twitter.
- Created and managed content calendars, including writing engaging copy, and scheduling posts using social media management tools.
- Monitored and analyzed key performance metrics such as reach, engagement, and conversions to optimize campaign performance and drive ROI.
- Conducted A/B testing on ad creatives, landing pages, and audience targeting to enhance campaign performance and drive higher.
- Executed digital advertising campaigns across platforms like Google Ads, Facebook Ads optimizing for key performance metrics such as CTR, CPC, and conversion rates.

Digital Marketing Intern
Edirectsys

06/2023 - 09/2023   *Chennai.*

Responsibilities

- Assisted in on-page SEO activities such as meta tag optimization, content optimization, and internal linking to improve website visibility and search engine rankings.
- Supported off-page SEO efforts by identifying and pursuing backlink opportunities through outreach, guest blogging, and directory submissions.
- Created and curated engaging content including posts, images, and videos, tailored for specific target audiences to drive traffic and enhance user engagement.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION
Hindustan Institute Of Technology & Science.

09/2021 - 06/2023   *Chennai*

BACHELOR OF ENGINEERING
Jaya Engineering College.

06/2016 - 05/2020   *Chennai*

SKILLS

Facebook ads   Google Adwords   Social Media Marketing   Whatsapp Marketing   SEO   MIcrosoft Excel   Microsoft Power BI   Microsoft Word   email marketing   Content Writing

PERSONAL PROJECTS

AI-Powered Marketing Experience: Transforming The Online Shopping Landscape (01/2023 - 04/2023)

- To explore factors influencing AI marketing experience in online shopping.
- To study the demographic profile of the respondents.
- To find the relationship of antecedents of AI marketing technology with consumer purchase intention.
- To study the impact of experience of AI marketing technology on customer purchase intention.

LANGUAGES

English
Full Professional Proficiency

Tamil
Native or Bilingual Proficiency