

# Praveena

## Business Executive Analyst

✉ iampraveena0509@gmail.com

☎ 6383762401

📍 Tamilnadu

📅 05/09/1994

🚩 INDIA

### 📄 PROFILE

Data-driven Business Analyst with 7 years of experience, skilled in identifying trends and patterns to drive business decisions

### 🧠 SKILLS

#### Digital Marketing

Search Engine Optimization ( SEO) PPC, Social Media Marketing, Email Marketing, CMS Tools, Content Marketing, Communication Skills, Content Writing, Google ADWords

#### Virtual Business Skills

MS Office, Zapier, Managing CRM ( Hubspot ) Calendly, Google Calendar, MS Excel, Document Creation, Working Knowledge of E-Commerce with merchant systems such as Paypal & CyberSource

#### Project Management Skills

Calendar Management, Communication & Correspondence, Tasks Management with tools such as ClickUp, Monday.com , Asana, Zoho Projects, Smartsheet, Notion, Airtable, Teamwork, Wrike, Jira.

### 👛 PROFESSIONAL EXPERIENCE

#### yogecreatives ✎

Business Analyst

2021 – 2023

Tasked to provide support for E-commerce retailers through developing IT solutions with Website designing, Digital marketing services & SEO Optimization

#### Tecminion ✎

Digital Marketing Executive

2018 – 2020

A talented digital marketing professional, who worked in SEO, branding, and advertising. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence

#### Elysium Technologies ✎

Technical Content Writer

2016 – 2018

As a Technical Writer, specialized in editing, journalism, copywriting, and content development. A proven track record of crafting high-quality technical articles, business proposals, and white papers

### 🌐 LANGUAGES

ENGLISH



### 🔑 INTERESTS

- Artificial Intelligence
- Creative writing
- Blogging
- Attending literary events
- Content creation