

# ARUL SANJAI P

D I G I T A L   M A R K E T E R



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Portfolio: [arulsanjai.github.io/Portfolio](https://arulsanjai.github.io/Portfolio)

## PROFESSIONAL SUMMARY

I'm a passionate and results-oriented Digital Marketing professional with hands-on experience in SEO, Google Ads, and social media marketing. I enjoy creating smart, data-driven campaigns that help brands grow their online presence and connect with the right audience. With a strong understanding of digital tools and analytics, I aim to turn insights into action and support meaningful business growth.

## INTERNSHIP & PROJECT EXPERIENCE

### INTERNSHIP

- A Study on Organizational Structure – Nelsun Coir Pvt Ltd
- Researched the Production, Marketing, HR, and Finance departments to analyze structure, roles, and communication flow..
- Identified strengths and improvement areas in organizational hierarchy and workflow.

### RESEARCH PROJECT

- Indian Market Potential for LIMS – Revol Process Solution
- Studied the LIMS adoption across industries such as pharma, diagnostics, and food testing etc.

### TECHNOW INNOVATION PVT LTD | 6-MONTH PAID INTERNSHIP

- Conducted market research and competitor analysis to support marketing campaigns.
- Engaged with potential clients through calls, emails, and in-person meetings to promote company products and services.

### WEBSITE PROJECT

- Website Project: Amii's Homemade Brownies – Website Creation & SEO
- Developed a responsive website using HTML and CSS to promote homemade brownies.
- Implemented On-page SEO techniques including keyword optimization, meta tags, and content structuring, along with Off-page SEO through blog writing to improve search engine visibility and backlinks

## EDUCATION

### MBA – Marketing & HR

Einstein College of Engineering, Tirunelveli  
2023 – 2025 | Current CGPA: 74%

### Bachelor of Computer Applications (BCA)

St. Xavier's College, Tirunelveli  
2020 – 2023 | Score: 75%

## SKILLS

- SEO: On-Page, Off-Page, Technical SEO
- Google Ads: Search, Display, Retargeting
- Keyword Research & Competitor Analysis
- Web Analytics: Google Analytics, Search Console
- Content Optimization & Link Building
- Social Media Marketing : Meta Ads, Instagram, LinkedIn, Whatsapp
- Email Marketing and HTML

## TOOLS

Google Keyword Planner, Google Search Console, Google Analytics, Screaming Frog, Moz Bar Extension, Squoosh, Bervo, Canva, CRM Software

AI TOOLS : ChatGPT, Leonardo, Ideogram, Perplexity

## CERTIFICATIONS AND COURSES

- Digital Marketing Certification – Besant Technologies (2025)
- Google Ads Fundamentals – Great Learning
- AI in Digital Marketing – Great Learning
- SEO Training – On-Page, Off-Page, and Technical SEO
- Digital Marketing Certified - Hubspot