

MAGESH S

DIGITAL MARKETER

CONTACT

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614, Kamaraj Nagar 4th street, vettavalam Road, Tiruvannamailai.

EDUCATION

2020-2023
THIRUVALLUVAR

UNIVERSITY

• Bachelor of Science
in Computer Science

CERTIFICATIONS

• Diploma in Digital
Marketing at
Esearch Advisors

SKILLS & INTERESTS

- SMO
- SMM
- META ADS
- SEO
- PPC
- GOOGLE ADS
- CONTENT MARKETING

TOOLS

- Google keyword planner
- Google Analytics
- Google My Business
- Semrush
- Grammarly

PROFILE

Highly motivated and creative individual seeking an entry-level position in the field of Digital marketing. Passionate about utilizing digital platforms to drive brand awareness and engage with target audiences. Eager to apply my knowledge, skills, and enthusiasm to contribute to the growth of an organization.

WORK EXPERIENCE

• INTERN AT ESEARCH ADVISORS

JULY- AUGUST 2024

SMO

- Social Media Optimization: Implemented social media optimization (SMO) strategies for DuckSoup Visas, increasing brand visibility and engagement across multiple platforms.
- Conducted SMO Audit: Analyzed and evaluated the current social media performance and strategies, providing actionable insights to enhance online presence.
- Audit Suggestions: Developed and presented recommendations based on audit findings to improve social media strategies and content effectiveness.
- Ad Audit: Reviewed and assessed the performance of existing advertising campaigns, identifying areas for optimization and suggesting improvements.
- Strategy Development: Contributed to the creation of comprehensive digital marketing strategies tailored to the company's goals and target audience.
- Content Calendar Input: Assisted in the development and management of a content calendar to ensure consistent and strategic posting on social media platforms.

SEO

JULY- AUGUST 2024

- Keyword Research: Conducted extensive keyword research to identify high-impact keywords, optimizing content to improve search engine visibility.
- On-Page SEO: Optimized website content, meta tags, headers, and internal linking structure to improve on-page SEO performance.
- Off-Page SEO: Managed off-page SEO activities, including link-building and outreach, to increase domain authority and search rankings.
- Site Audit: Performed comprehensive site audits to identify technical SEO issues and recommended solutions to enhance website performance and user experience.