

Selva S

Digital Marketing Executive

CONTACT

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SKILLS

Digital Marketing Skills

Keyword optimization | Google Analytics | Search Engine Optimization (SEO) | Google Ads | Social Media Optimization (SMO)

Other Skills

Microsoft Office | Tally ERP | Excell - Vlook Up , Pivot Table etc

SOFTWARE

Google Analytics | Google Search Console | Semrush | Ubersuggest | Meta Business Suite | Google Keyword Planner

LANGUAGES

Tamil | English

OBJECTIVE

I am a Digital Marketing Professional with a Diploma in Digital Marketing. I Have Experience in Creating and Executing Digital Marketing Campaigns, Managing Social media accounts, Conducting Market Research and analyzing data to optimize marketing strategies.

WORK EXPERIENCE

Digital Marketing Intern

Mar 2023 - May 2023

E - Search Advisors, Chennai

- I finished My internship at E-search Advisors.
- As an Intern, I worked on SEO on-page and off-page to their websites, creating landing pages as well.
- I Ran Google Ads and paid ads using Meta Business Suite.
- I've worked on Social Media pages to generate organic traffic to social media accounts.

Process Associate

Aug 2023 - Feb 2024

Cognet Hr Solutions, Chennai

- Understanding the client requirements and configuring the software to address these requirements. - Collect daily, Weekly, Bi-weekly, Monthly,
- Semi-Monthly timesheets. Prepare employee by the end of each month using payroll software.
- Enter new employee's data (e.g. bank accounts and tax identification numbers) into internal databases. Hands-on experience with HRIS and accounting software.
- Prepare and execute pay orders through an electronic system or distribute paychecks. Process taxes and payment of employee benefits.
- Keep track of hours rates, wages, compensation benefit rates, new hire information, etc.
- Finally with client confirmation we will process the payroll.

EDUCATION

Higher Secondary Exam (TN HSC): Jun 2017 - Apr 2018
Computer Commerce Mark : 753

Deepa Matriculation Higher Secondary School

Bachelor of Commerce (Computer Application): Jul 2018 - Aug 2021
B.Com(CA) 77%

Srinivasan College of Arts and Science

CERTIFICATIONS

Diploma In Office and Accounting Software

Feb 2022 - Aug 2022

Diploma in Digital Marketing

Oct 2022 - Dec 2022

DECLARATION

I Here by declare that all the above information is true to the best of my Knowledge.

