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LinkedIn — GitHub — Portfolio

Summary

Highly motivated Electronics and Communication Engineering graduate from Tamilnadu College of Engineering (2020-2024) with practical experience in HTML, CSS, and Mailchimp. Proven ability to translate technical skills into real-world applications, including developing dynamic web pages and utilizing HubSpot tools. Seeking an entry-level position in digital marketing to leverage my technical expertise, creativity, and adaptability. Eager to contribute to a dynamic organization and grow professionally in the digital marketing field.

Certifications

- **Freecodecamp:** Responsive Web Design (10/2023 - Present)
- **Great Learning:** Email Marketing (06/2023 - Present)
- **Hubspot Academy:** Digital Marketing (06/2024 - Present)
- **Hubspot Academy:** SEO Certified (06/2024 - Present)

Skills

- Digital Marketing Strategy
- Social Media Management (Facebook, Instagram, Twitter, LinkedIn)
- Search Engine Optimization (SEO)
- Content Creation and Campaign Management
- Email Marketing
- HTML/CSS
- Canva and Adobe Creative Suite (Photoshop, Illustrator)
- Excellent written and verbal communication skills

Education

BE - Electronics and Communication Engineering

Tamilnadu College of Engineering, Coimbatore, Tamil Nadu

Expected Graduation: June 2024

CGPA: 8.2 (Received academic excellence award in 5th semester examinations)

Projects

- **Personal Portfolio:** - Developed and maintained a personal portfolio using HTML, CSS, and JavaScript to showcase skills, projects, and experiences. - Implemented SEO best practices to improve search visibility.
- **E-Commerce Product Page:** Created dynamic and responsive webpage using HTML, CSS, and JavaScript.
- **SEO Audit and Optimization:** Conducted a comprehensive SEO audit for <https://napoliuae.com>, identifying and rectifying critical SEO issues to improve search engine ranking and site performance.