

**Darshan Kumar P**  
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LinkedIn — GitHub — Portfolio

## Summary

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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. Demonstrated strong leadership and organizational capabilities as a Student Placement Coordinator, effectively connecting career services with students. Seeking an entry-level position in digital marketing to leverage my technical expertise, creativity, and adaptability. Known for providing exceptional customer service and being a valued team player with a high level of integrity and honesty. Eager to contribute to a dynamic organization and grow professionally in the digital marketing field.

## Certifications

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

## Skills

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

## Education

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### 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

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- **Personal Portfolio:** Developed and maintained a personal portfolio showcasing skills, projects, and experiences.
- **E-Commerce Product Page:** Created dynamic and responsive webpage using HTML, CSS, and JavaScript.
- **Fire and Smoke detection using YOLO algorithm:** Implemented the YOLOv8 (You Only Look Once version 8) algorithm for real-time detection of fire and smoke in diverse environments. Published in the International Journal IJMER (International Journal of Modern Engineering Research).