

MALATHY.S

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Career Summary:

Results-driven professional with a digital marketing background, bringing extensive expertise in crafting strategic campaigns, conducting consumer behavior analysis, and delivering impactful outcomes. Seeking a role in technical business analytics to leverage my analytical approach for extracting actionable insights and supporting data-driven decision-making. Eager to contribute a unique blend of technological proficiency and a keen understanding of business dynamics, offering valuable insights to initiatives seeking a fusion of marketing knowledge and analytical curiosity.

Educational Qualification:

Examination	University	Institute	Year	%
Master of Computer Applications (MCA)	Madras University	Dwaraka Doss Goverdhan Doss Vaishnav College	2022-2024	88*
Bachelor of Science in Computer Science	Madras University	Anna Adarsh College for Women	2019-2022	89
Higher Secondary Certificate (HSC)	State Board	G.G.H.S.S, Ashok Nagar	2019	76
Secondary School Leaving Certificate (SSLC)	State Board	G.G.H.S.S, Ashok Nagar	2017	93

Responsibilities:

- ✓ Motivated to discover new concepts and ideas.
- ✓ Put innovative ideas into action.
- ✓ Share my skills with the team.
- ✓ Keep the report up to date.

Projects:

1. Heart Failure Risk Analysis Project (2023)

- Conducted a study to estimate the risk of maternal health issues using Python and Matplotlib for data visualization.
- Employed boosting and bagging algorithms, emphasizing space and time complexity, to analyze extensive healthcare datasets.

- Contributed to increased public awareness by identifying trends related to maternal health risks.
- Selected the best-performing model after comparing results for use in future projects.
- Aimed to enhance maternal health outcomes and lower mortality rates by providing valuable information to policymakers and healthcare practitioners.

2. Restaurant Website Development Project (2023)

- Developed a responsive and visually appealing restaurant website using HTML, CSS, and JavaScript.
- Implemented interactive features to enhance user engagement and ensure a seamless browsing experience.
- Applied modern web design principles to create an intuitive user interface, improving accessibility.

3. College Application Form Project in ASP.NET (2021)

- Designed and implemented a comprehensive college application form using ASP.NET.
- Integrated SQL Server as the backend database, ensuring secure management and retrieval of application data.
- Implemented server-side validation mechanisms to ensure data integrity and a smooth user experience.
- Collaborated with a development team to meet project deadlines, delivering a robust application.

Certification:

- ❖ Database management system, NPTEL
- ❖ Full stack development (HTML, CSS, Javascript)
- ❖ Web development using PHP
- ❖ Digital Marketing
- ❖ PGDCA

Internships:

- Completed an HR Manager internship at Shine Projects in Hyderabad, demonstrating skills in team management and coordination.
- Contributed to Sales and Marketing initiatives at Shine Projects, Hyderabad, focusing on market analysis, client engagement, and optimizing campaign performance metrics.
- Engaged in Social Media Management at Career Domain, Maharashtra, overseeing content creation, community interactions, and analyzing

social media metrics.

- Interned in Digital Marketing at Ficus Telecom Pvt. Ltd., Chennai, executing online campaigns, optimizing SEO, and analyzing customer acquisition metrics.

Skills:

- **Technical Skills:** Web Development, Design, Python Programming, SQL Database Management.
- **Soft skills:** Teaching, Communication, Leadership, Problem Solving, Time Management, Team player, Creativity, Multi-tasker.

Academic awards and achievements:

- Acknowledged with the Faculty Endowment Award for **Excellence in B.Sc Computer Science**.
- Received the **Proficiency Prize** as the top-performing student for the academic year 2021-2022.

Extra Curricular Activities:

- **President** of college Placement Cell.
- **Vice President** of the Postgraduate Department of Computer Science at Students' Consortium - TECHBYTE.
- Secured 3rd place in the **State-level** Population Education competition held at Trichy.
- Achieved 2nd place in the **District-level** Ball Badminton Tournament in 2017.
- Attained 3rd place in the **University-level** Ball Badminton Tournament in 2019.
- Published article titled '**Survey on Blockchain and its Application**' in **International Conference**, 2022.

Personal Details:

Father's Name: Subbaiah K

Date of Birth: 10/11/2001

Language Proficiency: Tamil, English

Hobbies: Listening to Music, Playing

LinkedIn: [LinkedIn/malathy-s](https://www.linkedin.com/in/malathy-s)

Declaration:

I affirm that the information provided above is accurate to the best of my knowledge.

Yours Sincerely
(MALATHY.S)