

# IYSWARI A

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## CAREER OBJECTIVE

To begin my career in Digital Marketing by applying skills in SEO, social media marketing, content creation, and analytics. Seeking an opportunity to learn, grow, and contribute to business growth in a dynamic organization.

## PROFESSIONAL EXPERIENCES

- **Intern on Digital Marketing** July 2025 – Aug 2025  
*NOVITECH R&D PVT LTD*
  - Completed Digital Marketing, contributed to creating responsive & intellectual knowledge.
- **Intern on Frontend Web Development** July 2024 – Aug 2024  
*CODTECH IT SOLUTIONS PVT LTD*
  - Contributed to creating responsive, interactive smooth navigation web pages.

## SKILLS

- **Digital Marketing:** SEO, SEM, Social Media Marketing, Data Analysis, Content Creation & Copywriting, Keyword Research, Email Marketing, Audience Engagement, Campaign Analysis
- **Tools & Platforms:** Google Analytics, Canva, WordPress, HubSpot (CRM)
- **Design & Creative Tools:** Figma, Adobe XD, Adobe Photoshop
- **Technical Skills:** HTML, CSS, C, Python, JavaScript

## PROJECTS

- **Hostel Management Website – Digital Marketing Oriented Project** Mar 2025 - May 2025  
*Technologies & Tools: Google Analytics (Conceptual), SEO, HTML, CSS, PHP, MySQL*
  - Optimized website structure for SEO, user engagement, and lead generation through enquiry forms.
  - Applied UI/UX principles to improve conversion flow and reduce bounce rate.
- **Social Media App Interface (Instagram UI) – Engagement Optimization Project** Aug 2024 – Oct 2024  
*Tools: Figma*
  - Designed social media interface focused on content visibility and user interaction.
  - Applied UX strategies aligned with social media marketing engagement metrics.
- **Foodgo App Interface – Digital Marketing Engagement Project** Nov 2023 - Dec 2023  
*Tools: Figma*
  - Designed mobile interface to support marketing funnels, offers visibility, and higher user engagement.
  - Improved CTA placement and user flow to increase click-through and conversion behavior.

## STRENGTH

- Problem Solving
- Creative Thinking
- Teamwork
- Time Management

## EDUCATIONAL QUALIFICATION

- **Grace College Of Engineering** 2025  
*BE – Computer Science and Engineering*
  - CGPA: 8.8
- **St. Joseph's Girls Higher Secondary School** 2021  
*HSC – School Topper*
  - Percentage: 93.6%
- **St. Joseph's Girls Higher Secondary School** 2019  
*SSLC – School Topper*
  - Percentage: 93%

## CERTIFICATIONS

- **Digital Marketing Certification – HubSpot Academy** (2026)
- **Digital Marketing Course – Infosys Springboard** (2026)
- **UI/UX Course Certification** (2025)
- **Microsoft Copilot – Productivity & AI Tools** (2024)
- **Hostel Management System – Academic Project** (*Presented at INFO Technical Conference*)