

RAENIYAS

CONTACT DETAILS

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SUMMARY

While I may lack hands-on experience, I am ready to hit the ground running, eager to contribute my skills and dedication to your team. I am seeking an entry-level position in digital marketing where I can continue to learn and grow professionally while making a positive impact on the organization's success.

WORK EXPERIENCE

Tailorson Wholesale

May-3 - present

Meta Ad manager

Manage and optimize advertising campaigns on the Meta platform to drive engagement and sales
Analyze campaign performance data to make informed adjustments and improve ROI and sales
Collaborate with cross-functional teams to develop and implement effective marketing strategies

Search Engine Optimization (SEO) Intern

Apr 24 - Present

Esearch Advisors, Chennai

Conducted keyword research and implemented

- SEO strategies to improve website rankings in both On-page and Off-page submission and PPC
- Assisted in optimizing website content for search engine and user experience
- Created and scheduled engaging content for social media platforms(Facebook,instagram,linked,twitter and some other platforms)to increase audience engagement. Assisted in community management,

EDUCATION

Bachelor of commerce

Jul 2022 -Present

Manonmaniam sundaranar university

- Specialization in
Tally,Communication,problem solving

Diploma in Digital marketing

Feb-2024

E-Search advisors institute

- Relevant coursework about the whole digital marketing

ADDITIONAL INFORMATION

- **Technical Skills:** Search Engine Optimization (SEO) Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn) Content Creation and Copywriting Google Analytics and Data Analysis Email Marketing Campaigns Digital Advertising (Google Ads, Facebook Ads) Keyword Research and Analysis Marketing Strategy Development Marketing Analytics and Reporting, wordpress developer.
- **Languages:** English, tamil
- **Publication:** published a content on 'Digital practices in the business world' with theRef ISBN No-21 content name- Impact of social media and content marketing.