

# KRISHNAPRASATH BALAMURUGAN

Student

Marketing Executive skilled in creating and implementing digital strategies, increasing brand awareness and developing customer-centric communications initiatives. Successfully collaborates with sales department to deliver marketing design and digital requirements. High degree of working knowledge in graphic design and computer software packages.



## Work History

2019-01 -  
2021-08

### Marketing Executive

*Sri Cauvery Electronics, Neyveli*

- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.
- Preserved brand integrity by monitoring consistency and quality of marketing content.
- Developed and implemented targeted digital strategy to improve business performance.

## Education

2021-09 -  
Current

### B. Tech CSE Data Science : Computer Engineering Technology

*Vels Institute of Science And Technology(VISTAS) - Pallavaram, Chennai.*

## Contact

### Address

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## Skills

Marketing plan development

Product forecasts

Marketing plans

Sales Strategies

Strategic thinker

Digital marketing

Sales training

Promotions

Strategic marketing