



MANIKANDAN V

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SUMMARY

Results-driven digital marketer with expertise in Meta ads, lead generation, and social media management. Skilled in campaign optimization and data-driven strategies to enhance brand visibility, engagement, and conversions. Passionate about leveraging analytics and audience insights to create high-impact marketing campaigns that drive business growth, customer acquisition, and long-term success in the digital landscape.

INTERNSHIP

Secolis Technologies Nov 2024 - Feb 2025
Digital Marketing Intern

- Project:** Smart Agriculture System
- Developed a Smart Agriculture System integrating Crop Recommendation, Fertilizer Recommendation, and Pesticide Recommendation using Machine Learning & Deep Learning.
 - Implemented real-time weather data API to enhance prediction accuracy.
 - Integrated image-based pest detection using Deep Learning.
 - Ensured a user-friendly UI for farmers to get precise recommendations.

Phoenix Softech ,Madurai June 2024 - July 2024
Java Programming

- Project:** Hospital Management System
- The Main aim is enables your health facility to care for its patients better through faster processes, storing and analysis of patient history, preparation and access of real time reports, appointment scheduling and tracking, and many more such processes.

EDUCATION

Master of Computer Applications May 2023 - Present
Ayya Nadar Janaki Ammal College , Sivakasi

- Major in Software development.
- Thesis on "Technological Advancements within the Current Mechatronics Industry".

Bachelor of Computer Applications May 2019 - May 2022
Devanga Arts College , Aruppukottai

ADDITIONAL INFORMATION

- Technical Skills:**
- Digital Marketing (Meta Ads, LinkedIn Ads)
 - Zoho CRM (Lead Tracking, Deal Conversion, Web Forms)
 - Pabbly Connect (Lead Automation, API Integration)
 - Programming Languages: Python, Java
 - Web Technologies: HTML, CSS, JavaScript, Bootstrap
 - Database Management: MySQL Workbench
 - Frameworks & Libraries: Flask, NumPy, Pandas, Matplotlib
 - Tools: VS Code,

Languages:

- English, Tamil, Telugu.