

PRAVEENKUMAR S

DIGITAL MARKETING EXECUTIVE | SEO SPECIALIST

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CAREER OBJECTIVE

Creative and results-driven Digital Marketer with hands-on experience in SEO, social media marketing, and WordPress-based content management. Adept at driving traffic, increasing brand visibility, and executing targeted marketing strategies. Looking to contribute my digital skills and strategic thinking to grow brand awareness and lead generation for a forward-thinking organization.

SKILLS

Technical Skills

- SEO
- Google Analytics
- Social Media Marketing
- WordPress
- Page Optimization
- MS Office

Power Skills

- Automation
- Meta Ads
- Canva
- Leadership & Team Management
- Proactive Thinker
- Situation Adaptability

PROFESSIONAL EXPERIENCE

Firm Generalist - Devane Beauty Inc.

July 2024 - Present

- Supporting day-to-day operations, cross-functional coordination, and project management across departments to drive business efficiency at Devane Beauty Inc.
- Contributing to marketing, sales, customer relations, and operational improvements to ensure smooth organizational growth.

Intern – DP World, Chennai

February 2025

- Assisted in analyzing large datasets to identify trends and improve operational efficiency using Excel and Python.
- Created visual reports and dashboards to support decision-making and enhance supply chain insights.

PROJECTS

Social Media Manager

Jan 2025 - Jun 2025

Managed social media strategy, content creation, and engagement to boost brand visibility and audience growth for JeeviHerbals.

System Performance Monitoring

February 2025

Monitored and visualized real-time system metrics using Excel, MSSQL, and Power BI for performance analysis.

EDUCATION

Computer Science and Engineering

Nov 2022 - Jun 2026

St. Michael College of Engineering Technology, Kalayarkoil.

ADDITIONAL INFORMATION

- **Languages:** Tamil, English, Hindi.
- **Certifications:** Data Analytics Intern at IIT-Kharagpur
- **Awards/Activities:** Overall Academic Performance Award (2023), Coordinator of ELITE Community (2024), First Rank Holder – SSLC & HSC (2020 & 2022)