**PRAVEENKUMAR B**

hspraveen75@gmail.com

8870136353

**PROFILE**

Certified Digital Marketing professional with expertise in SEO, SEM, social media marketing, and content strategy. Skilled in Google Ads, Facebook Ads, email marketing, and analytics tools. Passionate about driving online brand growth through data-driven strategies. Adept at keyword research, campaign optimization, and audience targeting. Seeking a dynamic role to apply digital marketing skills and enhance brand engagement

**EDUCATION**

**Bachelor of Business Administration (Retail)**

Indira Gandhi National Open University, New Delhi

**Higher Secondary Certificate**

SRV Matric School, Trichy

**Secondary School Leaving Certifiacte**

Sathiya Sai Matric School, Trichy

**SKILLS**

* SEO(Search Engine Optimization)
* SEM(Search Engine Marketing)
* SMM(Social Media Marketing)
* Email Marketing
* Html/Css
* Java script

**PROJECTS**

**CRICKET ACADEMY WEBSITE**

Implemented SEO strategies for a Cricket Academy to improve online visibility and drive enrollments. Optimized website content with keywords, meta tags, and local SEO techniques to rank higher on search engines. Used Google My Business and back-links to enhance credibility and attract local trainees. Achieved increased website traffic and lead generation through organic search optimization.

**WORK EXPERIENCE**

**IT Analyst at Hawia Shipping Services, Trivandrum**

IT Analyst at Hawia Shipping Services, with a strong background in web development, digital marketing, and creative media. Experienced in managing company websites, handling SEO, and running targeted social media campaigns. Skilled in designing marketing flyers and editing promotional videos to enhance brand presence across digital platforms. Adept at aligning technology with marketing strategies to support business growth in the shipping and logistics sector.

**CERTIFICATES**

Web Development - Login 360, Chennai

Digital Marketing - Login 360, Chennai