**RESUME**

**DIGITAL MARKETING EXECUTIVE**

**OBJECTIVES:**

To attain a challenging career in an Organization where the combination of my knowledge, hardworking, and creative thinking will aid to achieve the company’s goal and my own growth.

**ACADEMICRECORDS:**

|  |  |  |  |
| --- | --- | --- | --- |
| **QUALIFICATION** | **INSTITUTION** | **YEAR** | **PERCENTAGE** |
| Msc(IT) | PSGG Krishnammal college for women | 2017 | 68% |
| Bsc(IT) | SNR College | 2015 | 75% |
| HSC | PSGG Kanya Gurukulam school | 2012 | 65% |

**SKILLS:**

* Planning the strategies and exploring the opportunities to improve search engine rankings. Knowledge of website analytics tools(e.g. Google Analytics, Search Console, G Trends, Planner).
* Specialized in advanced technical tools (Ahrefs, Semrush, Article forge, Moz, Alexa).
* Experienced in working on Optimizing Web Pages to rank them higher on Google Bot on optimizing pages from no ranking to a respectable rank on Google Search.
* Manage all digital marketing channels (e.g. website, blogs, and social media) to ensure brand consistency.
* Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
* Monitor competition and provide ideas to stand out.
* Awarded Google certificate for successful completion of **“THE FUNDAMENTAL OF DIGITAL MARKETING”** exam.
* Knowledge of MS office (Word, Excel, PowerPoint etc.)
* Knowledge of marketing automation tools, email and SMS marketing.

**EMPLOYMENT HISTORY:**

**Tarang Arts Pvt Ltd - Coimbatore**

Digital Marketing Executive from September 2017 – July 2018

Projects Worked: Tarangarts.com and Jangadi.com

**Responsibility:**

* Planning and Executing all SEO, SMO Activities.
* Social media and email marketing.
* Running Google and all Social Media (FB,Ins,Twitter) Campaigns for Conversions and Audience Reach.
* Creating strategies to increase online traffic to the organization's website and **Tracking the conversions** and improving the numbers of visitors.
* Improving the user experience on the company's website (Includes design, content, product and usability).

**Analytico B2B Solution Pvt Ltd - Coimbatore**

Digital Marketing Executive from September 2018 – August 2020

**Responsibility:**

* Work as a project head by coordinating with clients and their requirements and complete the task with the team.
* Completewebsite optimization includes creating title, tags, keywords, content optimization and improving the rankings in Search engines.
* Framing URL (Uniform Resource Locator) Structure using Canonicalization technique.
* Promoting client websites in Technical **Grey Hat SEO** manner and Optimization websites with keywords for search engine ranking.
* Executed search engine optimization tactics, ongoing evaluation of keywords, content and meta data. Specialized in W3C Validator.
* Troubleshooting the customer issues through online, meeting the targets and have maintained My Quality and Communication for all the months

Probeseven’s Betterlives – Coimbatore

Digital Marketing And Lead Generating Executive from October 2020 – March 2020

Responsibility:

* Create and manage social media campaigns.
* Maintaining websites and social media profiles & pages.
* Icrease visibility of the organization brand, products & services.
* Enhance the branding and positioning both inside and outside the organisation.
* Promotional initiatives in conferences, trade shows, industry events, and seminars.

**PERSONAL PROFILE**

Name : NITHYAPRIYA.D

Father’s Name :V. DEVARAJAN

Date of Birth :13.09.1994

Sex : Female

Marital Status :Married

Nationality :Indian

Address :No H2, 3rd cross street,

Sriganapathy nagar,

Ellapilla chavady,

Nelithope(near bridge school),

Pondicherry-605005.

Contact number : +91-9384415267

E-mail : nithyasandosh@gmail.com

Languages Known :English & Tamil (Read, Write & speak)

**DECLARATION**

I hereby declare that all the information furnished here are true to the best of my knowledge and belief.

Date :

Place : **(NITHYAPRIYA.D)**