

Naan Mudhalvan

Digital Marketing

Name: S. Sakthi Aishwarya

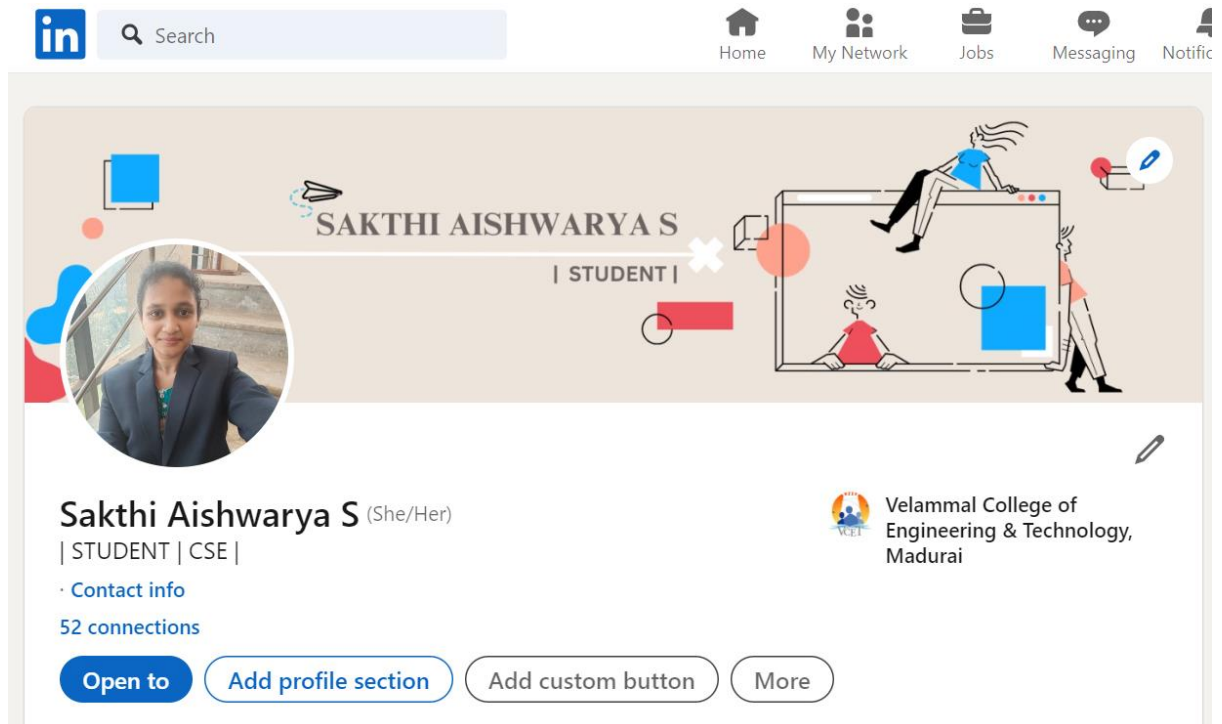
Nm ID: AU913120104078

ASSIGNMENT – 1

LINKEDIN PROFILE:

- Create or log in to your LinkedIn account.
- Add a professional photo, customize your URL, and write a concise headline.
- Craft a brief summary highlighting your skills and background.
- List your work experience and educational history.
- Add key skills and seek endorsements.
- Request and receive recommendations.
- Connect with people, engage in your network, and follow relevant interests.
- Adjust privacy settings as needed.
- Keep your profile current to reflect your career journey

Profile:



← Education



Velammal College of Engineering & Technology, Madurai



Bachelor of Engineering - BE, Computer Science

2020 - 2024

Grade: CGPA : 8.56

Activities and societies :

Assistant Secreatry - Eco - Club (2021 - 2022)

Club Member - NSS , Blood Donors Club , Techie Club

Department Designing Team (Magazine , Poster , Brochure)... ...see more



POSTER & BROCHURE

Listed few of my recent works



MAGAZINE Volume 4 Issue 3

MAGAZINE EDITOR



MAGAZINE Volume 4 Issue 2

MAGAZINE EDITOR

Licenses & certifications



Academic Process Mining Fundamentals

Celonis

Issued Jul 2023

Show credential



Basics to Javascript

Kandi

Issued Jul 2023

Credential ID 40797834747817

Skills: Front-End Development

Show all 8 licenses & certifications →

Projects



Bouquet Shop Website

Jul 2023

A bouquet website's front end is designed to provide an attractive and user-friendly interface for visitors. It ensures a responsive design to offer a seamless browsing experience across different devices.... [...see more](#)

Skills: Front-End Development

Data Analytics - Unleashing the Potential of Our Youth: A Student Performance Analysis

May 2023

To conduct a comprehensive student performance analysis. By understanding where students are excelling and where they may need additional support, educators and policymakers can create targeted interventions to support students' learning. [...see more](#)

[Show all 5 projects →](#)

Skills

[Take skill quiz](#)

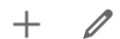


Layout Design

Logo Design

[Show all 13 skills →](#)

Honors & awards



Eco-Club Assistant Secretary



Associated with Velammal College of Engineering & Technology, Madurai

(2021-2022)

Project Co-Ordinator



Associated with Velammal College of Engineering & Technology, Madurai

III Year CSE (2022-2023)

Languages



English

Full professional proficiency

ASSIGNMENT – 2

BRAND NAME:

- Understand your values and audience.
- Create unique, memorable, and clear options.
- Ensure it's legally and online available.
- Get feedback for resonance.

BRAND NAME : EYY EPPUDRAA

INSPIRATION: FRIEND'S FAST FOOD SHOP

ASSIGNMENT – 3

FACEBOOK PAGE:

- Create a brand logo
- Design banners for the facebook page
- Create a business page in facebook

BRAND LOGO:



FACEBOOK PAGE

This screenshot shows the Facebook profile page for 'Eyy_Eppudraa'. The browser's address bar displays 'facebook.com/profile.php?id=61550509081756'. The left sidebar contains the 'Manage Page' section with options like 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Settings', and 'Meta Business Suite'. The main header features a large cover photo of fried chicken and a grid of food icons. The profile picture is a yellow circle with a truck icon. The name 'Eyy_Eppudraa' is displayed with '0 likes • 0 followers'. Navigation tabs for 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', and 'Photos' are visible. The Windows taskbar at the bottom shows the date as 18-08-2023 and the time as 22:24.

This screenshot shows the same Facebook page with a post displayed. The browser's address bar shows 'facebook.com/profile.php?id=61550665104052'. The post, made 4 minutes ago, is a text-based announcement about the restaurant's menu, including the text: 'Welcome to the flavor-packed world of Eyy Eppudraa! Get ready to indulge in a symphony of taste that will leave your taste buds dancing with delight! Our sizzling hot menu is here to take your cravings on a joyride. From lip-smacking burgers to finger-licking fries, we've got it all, and we can't wait to serve you! At Eyy Eppudraa, it's not just about food – it's an experience. Every bite is a celebration of deliciousness, crafted with love and served with a dash of happiness.' The post includes hashtags #EyyEppudraa, #TasteTheJoy, and #BiteIntoHappines. Interaction buttons for 'Like', 'Comment', and 'Share' are visible below the post. The Windows taskbar at the bottom shows the date as 20-08-2023 and the time as 13:26.

Facebook

facebook.com/photo/?fbid=122094898172022170&set=pb.61550665104052.-2207520000.

#BEAT THE HEAT
@EYY.. EPPUDRAA ..
Madurai

EYY EPPUDRAA

one minty masterpiece at a time. 🍹
Experience the zing of summer with every sip of our tantalizing mojitos!
#MojitoMagic #EyyEppudraa #TasteTheJoy #BiteIntoHappiness

Edit

Like Comment Share

Write a comment...

37°C Sunny 13:25 20-08-2023

Facebook

facebook.com/photo/?fbid=122094896474022170&set=pb.61550665104052.-2207520000.

EYY EPPUDRAA

"Why did the chicken go to @Eyy Eppudraa fast food place? To get to the crispy side of town! Join us for a cluckin' good time and delicious bites that'll make your taste buds say 'Eyy, Eppudraa!!!!'"

Edit

Like Comment Share

Write a comment...

37°C Sunny 13:25 20-08-2023

ASSIGNMENT – 4

BLOG:

- Select a relevant and interesting topic.
- Gather information and supporting data.
- Use a clear structure, visuals, and a conversational tone.
- Include keywords and links for search visibility.
- Publish, share, engage, and track performance for ongoing improvement

←

LATTE LOVEE

SEARCH

Share

August 25, 2023

LATTE LOVE FT. FOOD STREETS

—

Title: "Sip by Sip: Falling in Love with Latte Love Coffee Shop"

In a world brimming with bustling routines and endless to-do lists, finding a charming oasis where you can indulge in a cup of comfort is like stumbling upon a hidden treasure. Nestled in the heart of our town, Latte Love Coffee Shop isn't just a café – it's an experience, a warm embrace, and a journey into the world of irresistible aromas and delightful flavors.

A Whisk of Whimsy: The Ambiance

Stepping into Latte Love feels like entering a fairytale. Soft, golden lights dance off the rustic wooden furnishings, and the air is filled with the gentle hum of laughter and the soft melodies of acoustic tunes. From the handwritten chalkboard menus to the vintage coffee

bean sacks adorning the walls, every corner whispers tales of comfort and joy.

Crafting Caffeine Dreams: The Baristas

A coffee shop is only as good as its baristas, and Latte Love knows this by heart. With smiles as warm as the beverages they serve, the baristas here are true artists, turning each cup into a canvas of flavors. Whether you're a double espresso devotee or a frothy cappuccino enthusiast, they pour their passion into every creation, making each sip an adventure.

Latte Art and Heartfelt Conversations: Community

Latte Love isn't just a coffee shop; it's a hub of connections. It's where old friends reunite over macchiatos and where new friendships are forged over almond croissants. The cozy couches and communal tables encourage conversations to flow freely, turning strangers into confidants, one latte at a time.

A Symphony of Senses: The Menu

Prepare your taste buds for a symphony of flavors. From the velvety richness of their classic lattes to the playful dance of seasonal creations, every sip is an exploration of taste. And let's not forget the delectable pastries – each bite is a moment of pure bliss. Pro tip: Pair the raspberry danish with their signature vanilla latte for an experience that will transport you to cloud nine.

More Than Coffee: Workshops and Events

Latte Love isn't just about serving the perfect brew; it's about sharing knowledge and spreading joy. Regular workshops on latte art, coffee bean sourcing, and even DIY coffee scrub making provide opportunities to learn and engage. Special events like open mic nights and book clubs turn the café into a vibrant tapestry of experiences.

Love in Every Cup: Conclusion

In a world that often moves too fast, Latte Love Coffee Shop reminds us to slow down, savor the moment, and relish the simple pleasures. It's where the aroma of coffee mingles with the fragrance of camaraderie, creating an atmosphere that warms the heart and invigorates the spirit. So, the next time life feels a bit overwhelming, remember that a cup of love is waiting for you at Latte Love – where every sip is a reminder that the sweetest moments are often found in the embrace of a cozy coffee shop.

Share

BLOG URL: <https://lattelovee27.blogspot.com/2023/08/lattelove.html>

ASSIGNMENT – 5

EMAIL NEWSLETTER:

- Understand your audience.
- Choose an email marketing tool.
- Create engaging content.
- Use templates, schedule, and send.
- Track performance for future refinements.

**FAST
FOOD**



EYY EPPUDRAA

@Madurai

Dear Eyy Eppudra Family,

We hope this newsletter finds you in good health and high spirits! We're excited to share some delicious updates and upcoming events from your favorite fast food haven in Madurai.



Bite-sized happiness in every bite! 🍔 🍟

We've been working tirelessly to bring you an even more exciting range of flavors to tantalize your taste buds. Explore our newest additions, including:

- CLC Bread Omelette
- Hot crispy Ckn Shawarma

Thank you for being a part of the Eyy Eppudra family. We can't wait to serve you our latest creations and make your dining experience even more memorable. See you soon at Eyy Eppudra Fast Food Restaurant, where every bite is a journey through flavor!

Warm regards,
The Eyy Eppudra Team



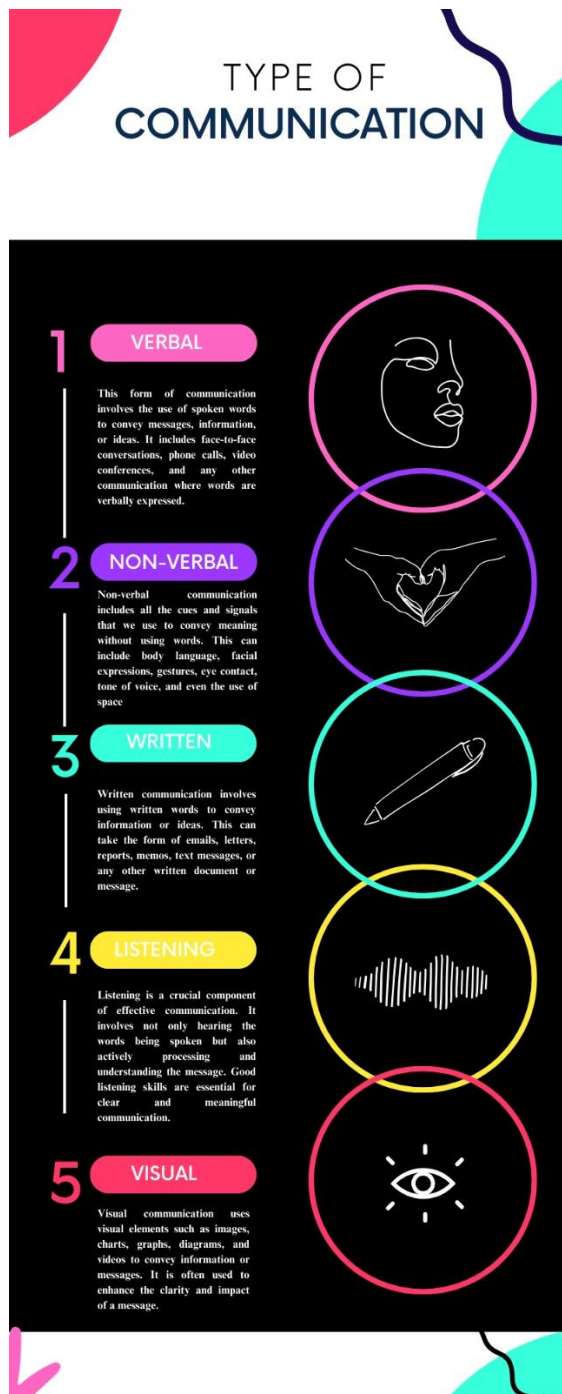
eyyeppudraa.16@gmail.com

EMAIL NEWSLETTER URL: <https://lattelovee27.blogspot.com/2023/09/email-newsletter.html>

ASSIGNMENT – 6

INFOGRAPHIC POST:

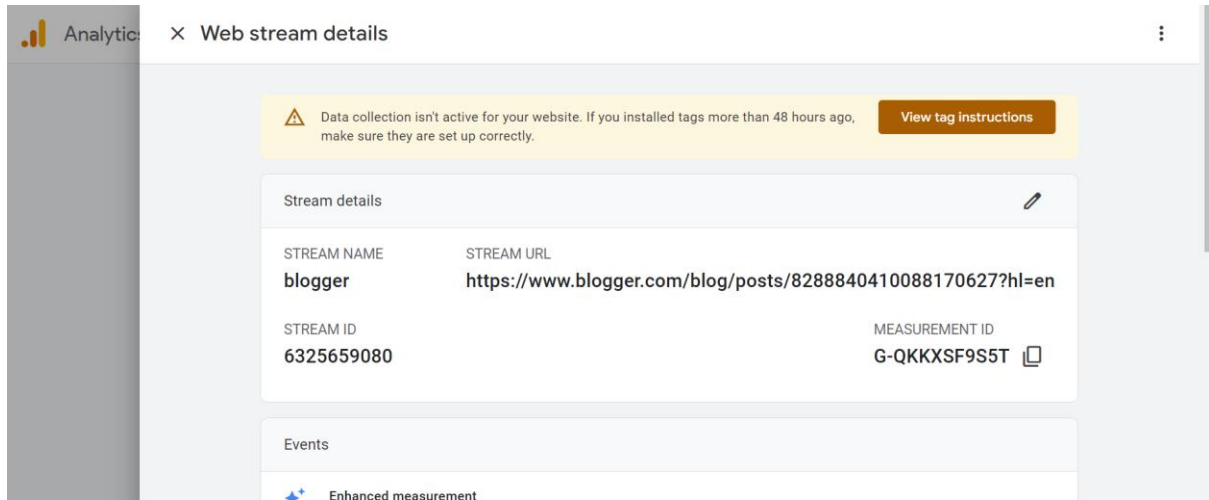
- Design your infographic.
- Access your Blogger account.
- Create a new blog post and write a title and brief explanation.
- Upload and format your infographic.
- Publish the post and share it on social media.



INFOGRAPHIC POST URL: <https://lattelovee27.blogspot.com/2023/09/type-of-communication.html>

ASSIGNMENT – 7

GOOGLE ANALYTICS MEASUREMENT ID:



The screenshot shows the 'Web stream details' page in Google Analytics. At the top, there is a yellow warning banner stating 'Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.' with a 'View tag instructions' button. Below this is the 'Stream details' section, which contains a table with the following information:

STREAM NAME	STREAM URL
blogger	https://www.blogger.com/blog/posts/8288840410088170627?hl=en
STREAM ID	MEASUREMENT ID
6325659080	G-QKKXSF9S5T

Below the stream details, there is an 'Events' section and an 'Enhanced measurement' section with a plus icon.

GOOGLE MEASUREMENT ID: G-QKKXSF9S5T

STREAM ID: 6325659080