

**Naan Mudhalvan**

**Digital Marketing**

**Name:** S. THREEGHA

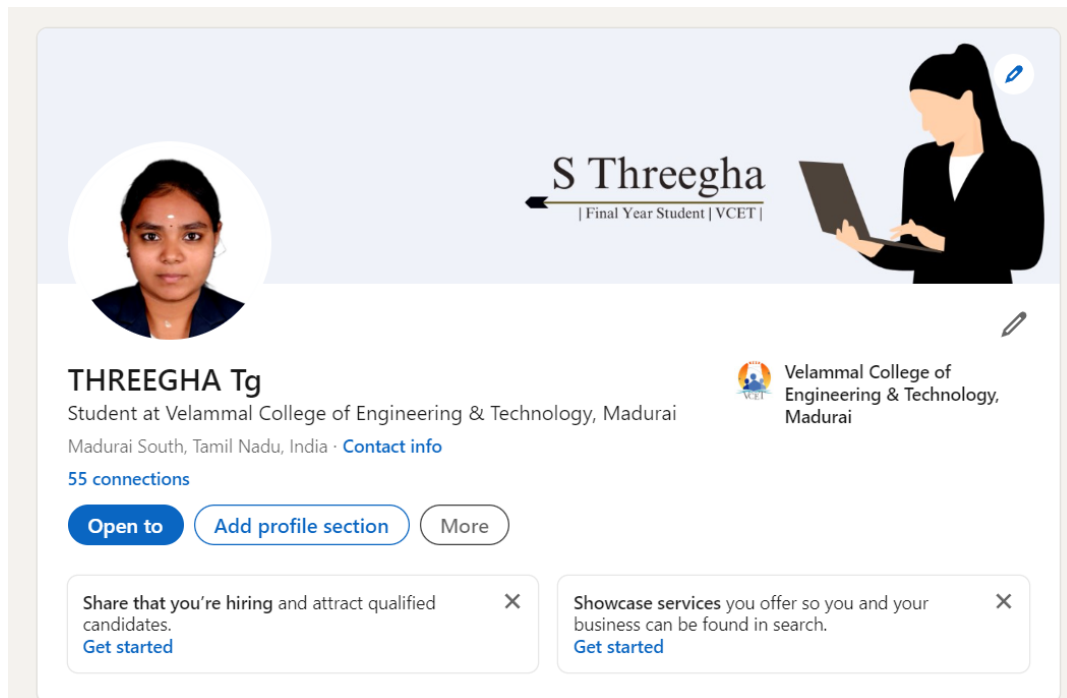
**Nm ID:** AU913120104107

## 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:



## About



I am an energetic and passionate college student seeking for the opportunity to learn new skills and to get an opportunity where I can make the best of my potential and contribute to the organization's growth.

## Featured



Image



ICACT.jpeg

Myself and my Teammates presented our paper " IOT based Paralysis Patient Monitoring System " an International Conference on Advanced Computing on April - 20,2023

## Education



**Velammal College of Engineering & Technology, Madurai**

Bachelor of Engineering - BE, Computer Science

2020 - 2024

Grade: CGPA : 8.86

Activities and societies :

Student Coordinator - NSS & Blood Donation Club...

...see more



**Railway Mixed Higher Secondary School Madurai**

Aug 2007 - Mar 2019

Activities and societies :

School Pupil Leader ( 2016 - 2019 )...

...see more

## Licenses & certifications



**Cisco Certified Network Associate**

Naan Mudhalvan

Issued Jan 2022

Skills: Networking



**Full Stack**

Naan Mudhalvan

Issued Jan 2022

Show all 3 licenses & certifications →



## Projects



### IoT based Paralysis Patient Monitoring System

May 2023

Hardware project is used to provide the caretaker with the patient's need in the speaker with a preprocessed voice. Presented at a Conference : International Confernece on Advanced Computing Technology ( ICACT 23 )

Skills: Internet of Things (IoT)

Other contributors



### Pet Adoption Website

Mar 2023

Our user-friendly platform offers convenient categories and pet listing sections, making it easy for you to explore and discover your ideal pet match. With our thoughtfully organized categories, you can quickly navigate to specific ...see more

Skills: Front-End Development

Show all 4 projects →

## Volunteering



### Student Coordinator

NSS & Blood Donation

Jan 2020 - Present · 3 yrs 10 mos

Social Services

Organized a Blood Donation Camp in our college



### Event Coordinator

Velammal College of Engineering & Technology, Madurai

Education

I have worked as a coordinator in the events like, Artoholic Wizard, Multimedia Competition, Quizzard Competition

## Skills

Take skill quiz



Presentations

Communication

Show all 9 skills →

## Languages



English

Professional working proficiency

Tamil

Native or bilingual 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 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 profile picture of a food truck. The page name 'Eyy\_Eppudraa' is prominently displayed with '0 likes • 0 followers'. Navigation tabs for Posts, About, Mentions, Reviews, Followers, Photos, and More 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 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, featuring emojis and hashtags like #EyyEppudraa, #TasteTheJoy, and #BiteIntoHappiness. The post includes a 'Boost post' button and interaction options for Like, Comment, and Share. 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

[←](#) **FOODIE ME** [SEARCH](#)

[Share](#) August 25, 2023

**FOODIE - EYY EPPUDRAA**

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**Savoring Delightful Indulgences at "Eyy Eppudraa" in Madurai: A Gastronomic Tale**

**Introduction:**

Madurai, a city steeped in history and tradition, has always had a way of surprising its visitors. Amidst its cultural treasures, I stumbled upon a hidden gem that delighted my taste buds and left me craving for more - "Eyy Eppudraa." This fast-food haven in the heart of Madurai seamlessly blends flavors from around the world with affordable prices, making it an irresistible destination for food enthusiasts like myself.

**A World of Flavorful Delights:**

Walking into Eyy Eppudraa felt like stepping into a world where culinary creativity knows no bounds. Their menu offers a tempting array of options, and on my visit, I opted for a trio that promised to satisfy every craving - the Chicken Shawarma, Chicken Zinger Burger, and Green Apple Mojitos.

#### **Chicken Shawarma – A Taste of the Middle East:**

My journey began with the Chicken Shawarma, a dish that transported my taste buds to the bustling streets of the Middle East. The tender chicken, wrapped in a soft pita and generously flavored with a medley of spices and sauces, was a burst of savory goodness. The blend of textures and flavors, from the crisp lettuce to the creamy garlic sauce, was a symphony that left me yearning for more.

#### **Chicken Zinger Burger – A Crunchy Affair:**

Next up was the Chicken Zinger Burger, a classic fast-food staple that Eyy Eppudraa elevated to a whole new level. The crispy and succulent chicken patty was sandwiched between two perfectly toasted buns, creating a satisfying contrast of textures. With every bite, the zingy flavors and the satisfying crunch took me on a delightful gastronomic journey.

#### **Refreshing Green Apple Mojitos:**

To complement the flavors of my meal, I chose the Green Apple Mojitos. The combination of tangy green apples, fresh mint, and a hint of fizz was the ideal refreshment to cleanse my palate between bites. The mojito's invigorating taste provided a cool balance to the rich and hearty dishes, making for a well-rounded dining experience.

#### **Affordability Meets Flavor:**

One of the standout features of Eyy Eppudraa is its commitment to providing affordable yet incredibly delicious meals. As a budget-conscious foodie, I was pleasantly surprised by the high-quality offerings that didn't break the bank. This combination of taste and affordability makes Eyy Eppudraa a go-to spot for both locals and travelers.



### Conclusion:

Eyy Eppudraa in Madurai is more than just a fast-food joint; it's a culinary adventure waiting to be savored. From the Middle Eastern-inspired Chicken Shawarma to the crunchy delight of the Chicken Zinger Burger and the refreshing Green Apple Mojitos, every dish tells a tale of flavors from around the world. The best part? You don't have to empty your wallet to indulge in these delightful creations. So, if you find yourself in Madurai with a craving for a budget-friendly feast, Eyy Eppudraa is the place to be. Prepare your taste buds for an unforgettable journey through global flavors, all while keeping your wallet happy.

Facebook URL: <https://www.facebook.com/eyyeppudraa>



BLOG URL: <https://foodieemee49.blogspot.com/2023/08/foodie-eyy-eppudraa.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



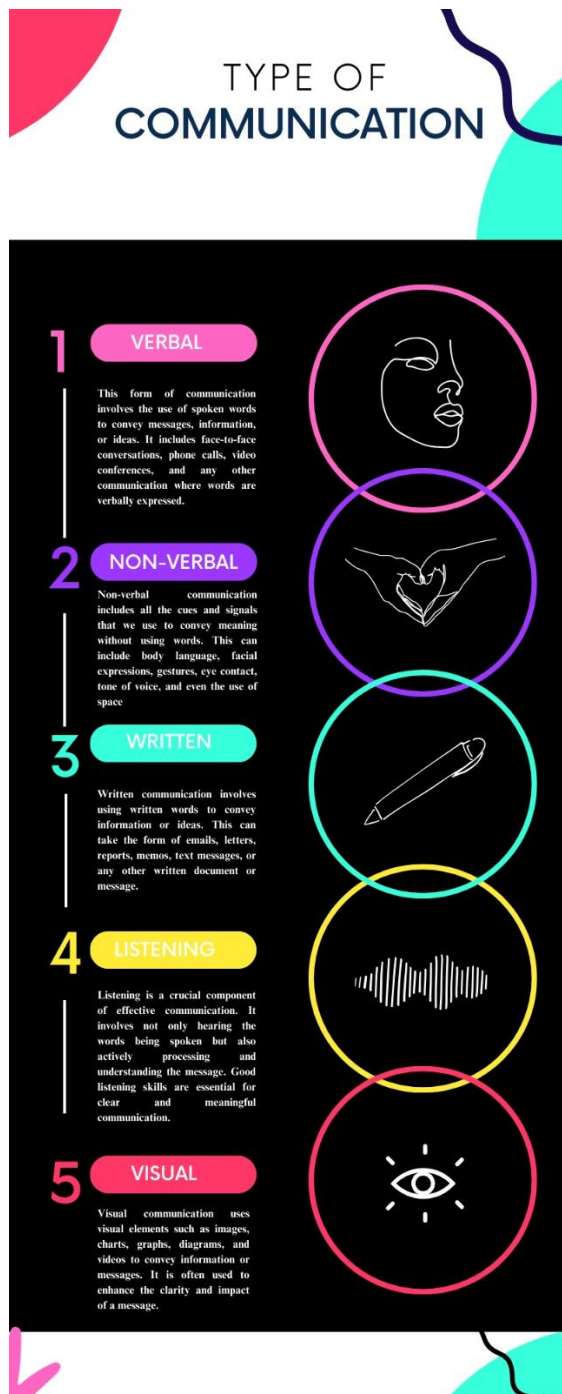
[eyyeppudraa.16@gmail.com](mailto:eyyeppudraa.16@gmail.com)

EMAIL NEWSLETTER URL: <https://foodieemee49.blogspot.com/2023/09/email-newsletter.html>

## ASSIGNMENT – 6

### INFOGRAPHIC POST:

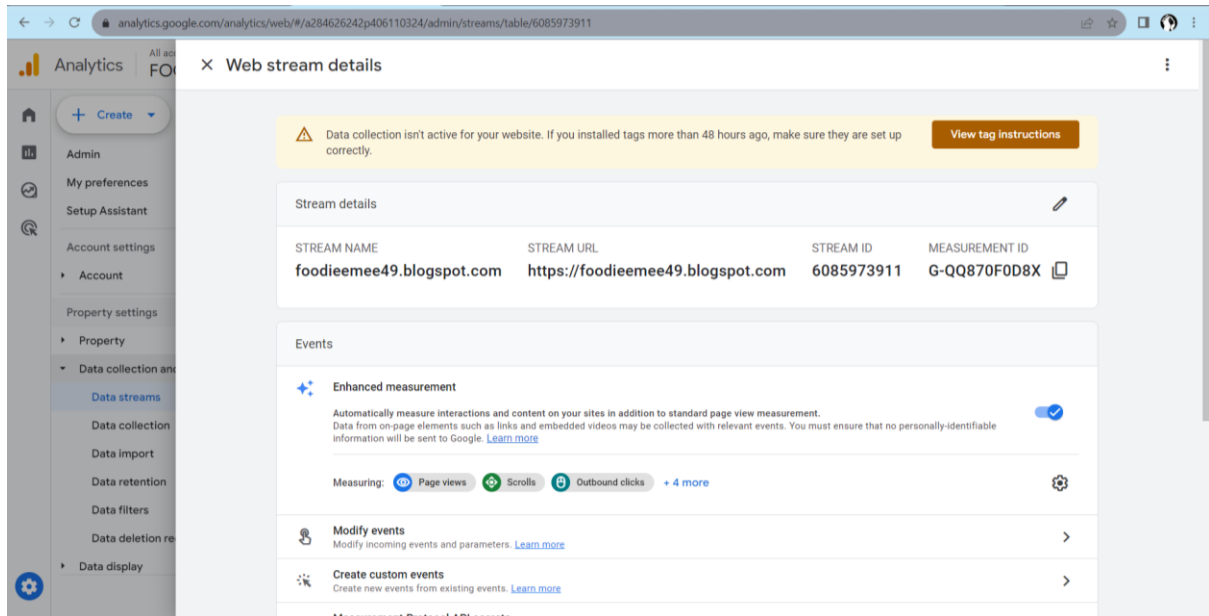
- Design your infographic.
- Access your Blogger account.
- Create a new blog post and write a title and brief explanation.
- Upload and format your infographic.
- Publish the post and share it on social media.



INFOGRAPHIC POST URL: <https://foodieemee49.blogspot.com/2023/09/types-of-communication.html>

## ASSIGNMENT – 7

### GOOGLE ANALYTICS MEASUREMENT ID:



The screenshot shows the Google Analytics 'Web stream details' page. At the top, a yellow warning banner states: '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, the 'Stream details' section contains a table with the following information:

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
foodieemee49.blogspot.com	https://foodieemee49.blogspot.com	6085973911	G-QQ870F0D8X

Below the stream details, the 'Events' section is visible. It includes 'Enhanced measurement' (which is turned on), 'Measuring' (listing Page views, Scrolls, Outbound clicks, and 4 more), 'Modify events', and 'Create custom events'.

**GOOGLE MEASUREMENT ID: G-QQ870F0D8X**

**STREAM ID: 6085973911**