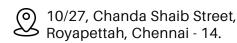
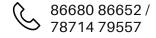
PRAVEEN (DIGITAL MARKETER)





praveenproficient14@gmail.com

OBJECTIVE

I seek challenging opportunities where, I can fully use my skills for the success of the organization

EDUCATION

 Dhanraj Baid Jain College - Thoraipakkam University of madras

2016-2019

B.sc Computer science

66 %

Gopalapuram Boy's Higher Secondary School

HSC

2015-2016

55 %

Gopalapuram Boy's Higher Secondary School

SSLC

2013-2014

65 %

CERTIFICATION

DIPLOMA IN DIGITAL MARKETING

• DDM certification course at Esearch advisors in chennai.

EXPERIENCE

MADRAS CREATIVES LLP

Senior Digital Marketer | 04/2025 - Present

- Manage digital campaigns across Meta, Google, and YouTube platforms.
- Handle client strategy, communication, and campaign execution.
- Execute performance marketing, SEO, SEM, and SMM activities.
- Plan and manage influencer marketing and brand collaborations.
- Create engaging content and ad creatives with the design team.
- Monitor analytics and optimize campaigns for ROI and growth.

SUPER ADMIN (TICK YOUR TOUR PVT LTD)

Google Ad words, SEO, SMO, SMM | 07/2023 - 01/2025

- Social Media Management: Successfully manage full-scale social media platforms, ensuring consistent brand messaging and audience engagement.
- Advertising Campaigns: Plan, execute, and optimize targeted ad campaigns on Facebook, Instagram, and Google Ads, achieving measurable results.
- SEO Optimization: Perform on-page and off-page SEO activities, including keyword research, meta tag optimization, and backlink submissions, to improve website rankings.
- Content Creation: Develop engaging content for blogs, social media posts,
 and promotional campaigns tailored to the travel industry.
- Video Editing & Graphic Design: Create compelling video content and visually appealing posters to enhance marketing materials.
- Off-Page Submissions: Execute strategic link-building activities through directory submissions, social bookmarking, and guest posting to boost domain authority.
- Google AdWords: Run and monitor Google Ads campaigns, ensuring efficient budget utilization and high ROI.
- Google my business or Local SEO

NATURALS SALON (FREELANCE)

SOCIAL MEDIA MARKETER

Roles & Responsibilities:

- Developed and executed social media strategies, enhancing online presence and driving engagement.
- Created compelling visual content showcasing salon services, client transformations, and beauty tips.
- Planned and executed targeted campaigns to promote special offers and events, resulting in increased brand visibility and client acquisition.
- Utilized analytics tools to track performance metrics and optimize content for maximum reach.

RESPONSE OFFICER (GVK EMRI, 14417)

Education information center | 06/2019 - 05/2022

- Convey school related information to the students.
- Guide the student to apply for the state board examination and Higher education
- Help the students to get marksheets and other scholarships.
- Explain about the schemes
- creating a stress free study environment to the students by forwarding their complaints to (CEO) chief education officer.

STUDENT INTERN

OCT 2022 - NOV 2022

 I have completed digital marketing course and also I done my SEO, SEM, SMO, SMM intern at Esearch advisors.

SKILLS

DIGITAL MARKETING (TECHNICAL)

- SEO: On page SEO, Off page SEO, Techinal SEO, Google Business
 Management, Competitor Analysis, Keyword Optimization, Monthly Report.
- Tools: Semrush, Seoptimer, Plagiarism Checker, Google Keyword Planner,
 Google Analytics, Google Ad's, Google Trends, Ubersuggest.
- SEM: Google Ad Marketing
- SMO: Facebook ads campaign, Tracking Facebook from using pixel code,
 managing Facebook business suite, organic post using marketing strategies.
- SMM: Facebook, Instagram, Youtube and LinkedIn Marketing.
- Email marketing: Email marketing using mailchimp, sendinblue.
- Content Creation and Content Marketing
- Design Tools: Canva, Photoshop

STUDENT INTERN

OCT 2022 - NOV 2022

• I have completed digital marketing course and also I done my SEO, SEM, SMO, SMM intern at Esearch advisors.

SKILLS

DIGITAL MARKETING (TECHNICAL)

- SEO: On page SEO, Off page SEO, Techinal SEO, Google Business
 Management, Competitor Analysis, Keyword Optimization, Monthly Report.
- Tools: Semrush, Seoptimer, Plagiarism Checker, Google Keyword Planner,
 Google Analytics, Google Ad's, Google Trends, Ubersuggest.
- · SEM: Google Ad Marketing
- SMO: Facebook ads campaign, Tracking Facebook from using pixel code,
 managing Facebook business suite, organic post using marketing strategies.
- SMM: Facebook, Instagram, Youtube and LinkedIn Marketing.
- Email marketing: Email marketing using mailchimp, sendinblue.
- Content Creation and Content Marketing
- Design Tools: Canva, Photoshop

NON TECHNICAL

MS word, MS power point, MS excel, Photo Editing, HTML

LANGUAGE

- English
- Tamil

INTERESTS

Listening music, Bike riding, Playing Cricket, Explore new place

DECLARATION

I hereby declare that the above mentioned information is correct up to my knowledge and I will be responsible for any discrepancy found in them.