



# PRAVEEN (DIGITAL MARKETER)

 10/27, Chanda Shaib Street,  
Royapettah, Chennai - 14.

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## 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**

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## **SKILLS**

### **DIGITAL MARKETING (TECHNICAL)**

- SEO : On page SEO, Off page SEO, Technical 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.