



# Dineshkumar

## Digital Marketing Executive

### Contact

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### Education

**Master Of Business Administration**  
Kongu Arts And Science College  
2022 - 2024

### Tools

- WIX
- Google Ads
- Zapier
- Ahrefs
- Web 2.0
- Meta Ads
- Google Analytics
- SEO Checker
- Mailchimp
- Google console
- Wordpress
- Tag Manager
- SEMrush
- E mail extractor
- Ranker x
- Grammerly
- Word AI

### About Me

Motivated and detail-oriented Digital Marketing professional with hands-on knowledge in managing Meta Ads, Google Ads, SEO optimization, and automation using tools like Zapier. Well-versed in using digital tools to drive traffic, generate leads, and improve brand presence. Eager to contribute to a dynamic team in the digital marketing field and grow as a performance-driven marketer.

### Experience

#### SEGOLSYS

FEB 25-JUL 25

**Digital Marketing Intern** I created engaging content for blog posts, E-mail newsletters, and website landing pages, focusing on SEO to help improve search engine rankings. I tracked and reported key performance metrics using Google Analytics and Google Ads and social media platform (Facebook, Instagram, LinkedIn) to improve campaign strategies and get better results for clients.

#### FFreedom APP

MAY 24-JULY 24

#### Associative Sales Manager

- FFreedom app is a company that sells a course to the customer based on their needs.
- We will contact the customer through lead generated by the company. We will suggest a course based on their needs.
- Based on choice we will sell the course and guide them to purchase the course.

### Key Achievements

#### • 18 Keywords Top 3 Position

Upvc interiors, Digital marketing course in Erode, Sap course in Coimbatore, Bim course in Coimbatore, Full stack developer course in Coimbatore, Best training institute in Erode

#### • Insta Campaign 35+ Leads

Generated 35+ leads via Instagram campaign, increased brand awareness, innovative strategy, strong analytical skills

#### • Email Marketing CTR 30%

Achieved 30% CTR in email marketing, improved engagement, crafted compelling content, analyzed metrics

## Skills

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- ON Page SEO
- OFF Page SEO
- canva -Design
- Keyword planner
- Artical Writing
- E-Marketing
- Remarketing
- E-Mail Marketing
- Schema
- Social media Marketing
- Search Engine Marketing
- Ads Landing page




## Language

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- English
- Tamil




## Project

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-  <https://www.ctechbim.com/>
-  <https://www.idmtechparkerode.com/>
-  <https://www.thiranzerptraininginstitute.com/>

## Certifications

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-  Certificate on digital marketing - **IDM Techpark**
-  Certificate on google analytics advanced - **Google analytics**
-  Certificate on digital marketing - **Hubspot**