
VIJAYALAKSHMI

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A hard-working and highly disciplined individual searching for a challenging position to earn work experience in this field. Seeking a Challenging position in a reputed organization where I can learn new skills, expand my knowledge and leverage my Learnings. To get an opportunity where I can bring out the best of my potential and contribute to the organization's growth .

CORE COMPETENCIES

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| ✓ Social Media Marketing | ✓ Web development |
| ✓ Search engine optimisation | ✓ Metrics and Analytics |
| ✓ Front-end & back-end web development | ✓ On-site optimisation |
| ✓ Web performance optimization | ✓ Email-marketing |

EDUCATION

POSTGRADUATION

MEPCO SCHLENK ENGINEERING COLLEGE 2022-2024

Has secured 90% upto 3rd semester of MBA

UNDERGRADUATION

Sastra Deemed University

B.Sc.-Integrated B.Sc.B.Ed.(Mathematics)

Graduated in Mathematics with 86%

PROJECTS

- Internship at C.M. Higher secondary School May 2022 as a part Of B.Ed
 - The Structure Of Occupational Well-Being – A Study Among School Teachers – RESEARCH METHODOLOGY PROJECT
 - A study on the topic of Impact of Training and Development on Organizational Effectiveness in DCW limited company, Thoothukudi which is a Specialisation in Human Resources
 - A study on the topic of Impact of Employees Soft skills on Project Performance in SEPC Power Private limited ,Thoothukudi which is a Specialization in Human Resources
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LANGUAGES

- ✓ Tamil
- ✓ English

EXPERTISE

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|---------------------|---------------------|
| ✓ Skills creativity | ✓ Negotiation |
| ✓ Leadership | ✓ Critical thinking |
| ✓ Management | ✓ Digital Marketing |

TECHNICAL SKILLS

- MS OFFICE -Word, Excel, Powerpoint.-Beginner
- Email- Filters, folders, mail merge, rules-Beginner
- Google Drive- Docs, Sheets, Forms, Slides.-Intermediate
- Spreadsheets-Excel, Google Sheets.-Beginner
- Math- Basic Math, Arithmetic, Statistics, Algebra, Trigonometry, geometry, Calculus.

ACHEIVEMENTS(Technical)

- Certified NSS member in school.
- Gold medalist in NPTEL -International marketing course.
- Has completed certification in AICTE-PARAK.
- Life member in NIPM

ACHEIVEMENTS(Extra Curricular)

- Have secured numerous awards and certificates elocution and orational competitions.
 - Has a keen interest in Emboss Painting .
 - State level Basketball player during school
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INDUSTRIAL VISITS

- To observe the production, distribution and resource management I visited lovely cards industry and Sivapathi paper industry on a Small scale basis
- To study more about Large scale Organisation structure I visited Parle-G industry

WORKSHOPS

- Attended workshops on "Mutual Fund Distributors ,Emboss Painting, Statcraft, Digital Marketing, Securities Market
- Attended meeting on the topic of Practical Aspects of Sales in B2B and B2C market

INTERESTS

- ✓ Marketing
- ✓ Production and Operation management

HOBBIES

- ✓ Photography
- ✓ Blogging
- ✓ Networking
- ✓ Community Involvement

STRENGTHS

- ✓ Understanding the importance of delivering easily understood & manageable solutions
 - ✓ Creating solutions to making better process without human repetition
 - ✓ Not making rash judgements to something unexpected
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