

Naan Mudhalvan

Digital Marketing

Name: THAYA RANI V

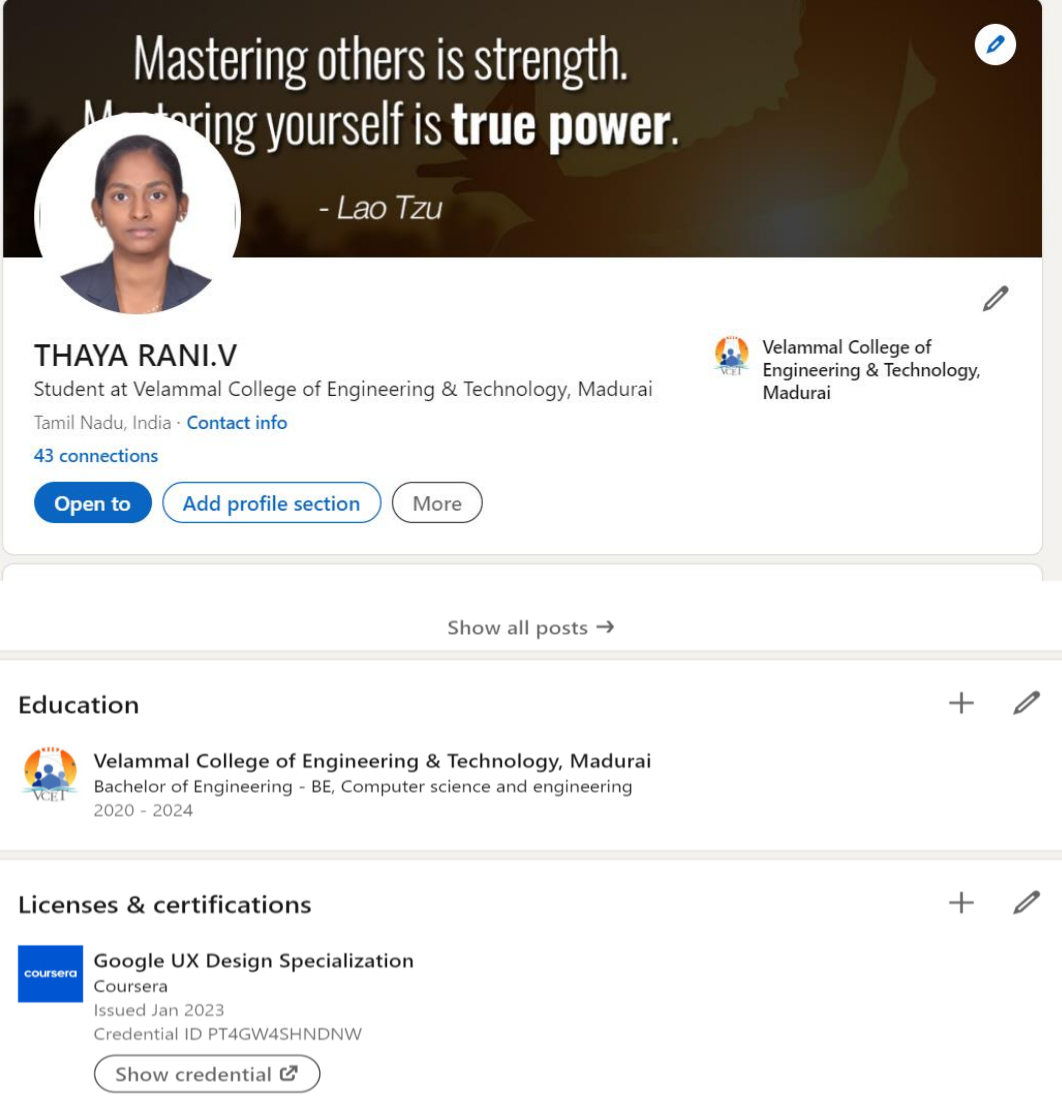
Nm ID: : FDF92DB83358B19E3C45C1B618D1E0A

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:



The screenshot displays a LinkedIn profile for THAYA RANI.V. The header features a dark banner with the quote "Mastering others is strength. Mastering yourself is true power. - Lao Tzu" and a circular profile picture of a woman. Below the banner, the name "THAYA RANI.V" is prominently displayed, followed by her current role as a "Student at Velammal College of Engineering & Technology, Madurai" and her location "Tamil Nadu, India". A "Contact info" link is provided. The profile shows "43 connections" and includes buttons for "Open to", "Add profile section", and "More". The "Education" section lists her degree from Velammal College of Engineering & Technology, Madurai, from 2020 to 2024. The "Licenses & certifications" section features a Coursera certification for "Google UX Design Specialization", issued in January 2023, with a credential ID and a "Show credential" button.


Mastering others is strength.
Mastering yourself is **true power.**
- Lao Tzu

THAYA RANI.V
Student at Velammal College of Engineering & Technology, Madurai
Tamil Nadu, India · [Contact info](#)
43 connections


[Open to](#) [Add profile section](#) [More](#)

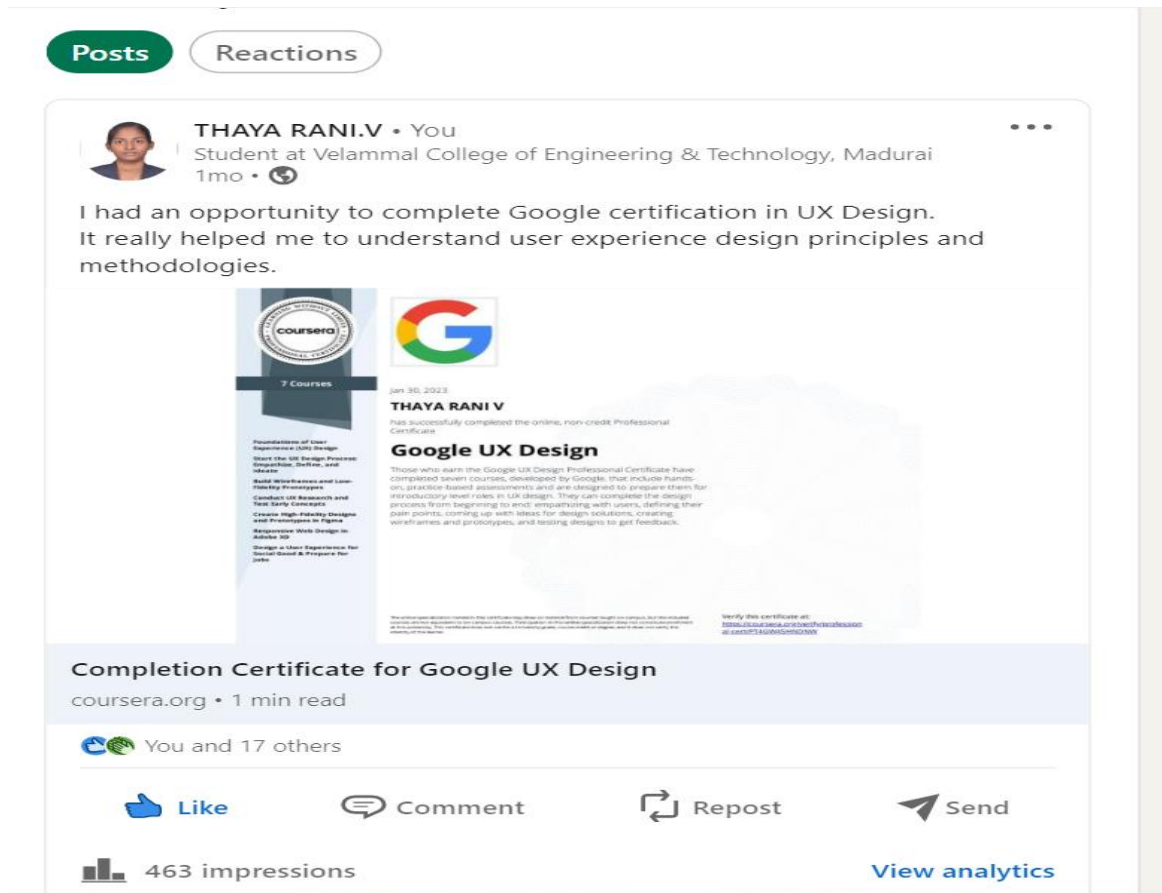
Show all posts →

Education

 **Velammal College of Engineering & Technology, Madurai**
Bachelor of Engineering - BE, Computer science and engineering
2020 - 2024

Licenses & certifications

 **Google UX Design Specialization**
Coursera
Issued Jan 2023
Credential ID PT4GW4SHNDNW
[Show credential](#)



LINKED IN URL: www.linkedin.com/in/thaya-rani-v-82a682207

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 : COFFEE WITH BAE

INSPIRATION: CAFÉ COFFEE DAY

ASSIGNMENT – 3

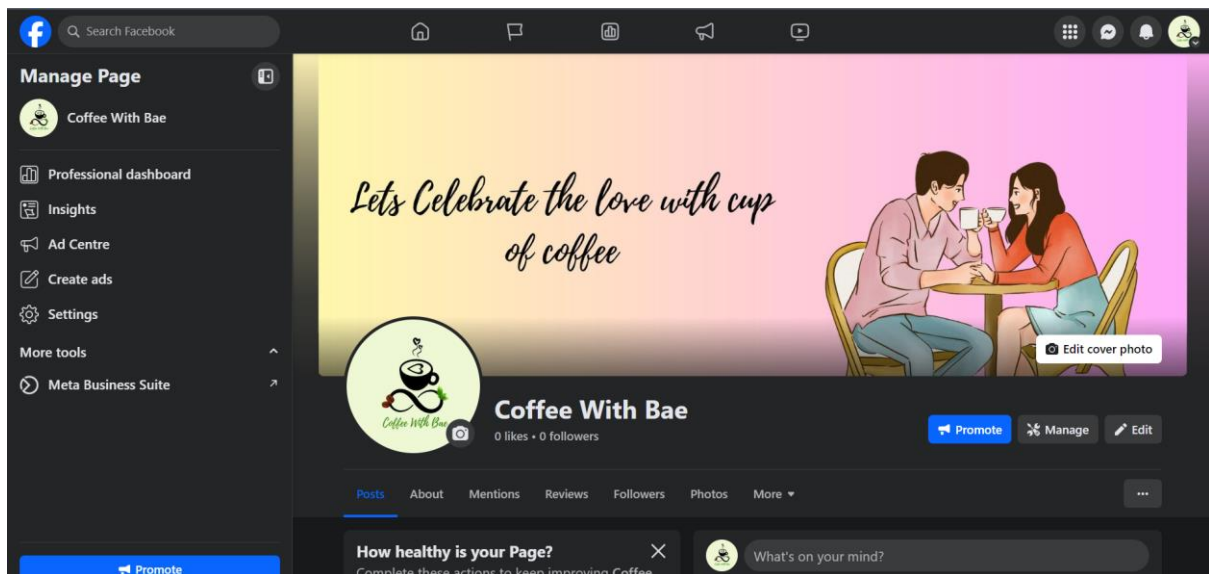
FACEBOOK PAGE:

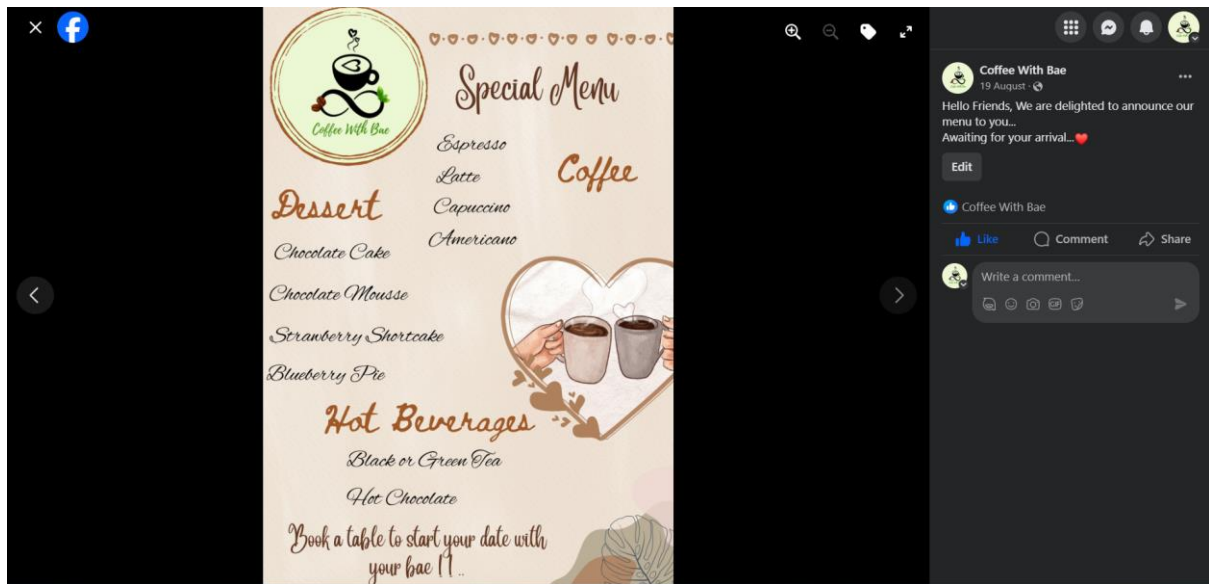
- Create a brand logo
- Design banners for the facebook page
- Create a business page in facebook

BRAND LOGO:



FACEBOOK PAGE





FACEBOOK

URL: https://www.facebook.com/profile.php?id=61550314087543&is_tour_dismissed=true

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



Brewed Romance: Unveiling the Perfect Date Spot - Coffee with Bae ♥

Indulge in the enchanting world of Coffee with Bae, where the aroma of freshly brewed coffee mingles with the magic of love. In this blog post, we invite all coffee enthusiasts and couples to discover why Coffee with Bae is not just a coffee shop but the ultimate destination for a memorable and heartwarming date experience.



Love Brewed In Every Cup ☕

At Coffee with Bae, every cup tells a story of passion, dedication, and love. We take you on a journey from the origins of our beans to the expertly crafted beverages that grace our menu. From velvety lattes to aromatic espressos, every sip is an invitation to savor life's simplest pleasures.

The Perfect Date Ambiance ☕☕

Step into the romantic haven that is Coffee with Bae. Discover how we've meticulously designed our space to evoke feelings of intimacy and togetherness. From cozy corners illuminated by soft lights to plush seating that encourages closeness, our ambiance sets the stage for an unforgettable date.

Crafting Memories, One Cup at a Time 🍰

Explore our curated date menu that goes beyond coffee. Indulge in decadent desserts, tantalizing treats, and flavorful bites that complement the beverage selection. Discover how our menu is designed to spark conversations and create shared moments, making each date truly special.

Sip and Share: The Art of Latte Art ♥

Experience the joy of creating something beautiful together. Our latte art workshops offer a fun and interactive way to bond over coffee. Learn the techniques of pouring hearts, rosettes, and more, all while enjoying the delightful taste of your creations.

Capturing Moments: Insta-worthy Aesthetics 📸

In the age of social media, Coffee with Bae is a feast for the eyes as well. Explore the picturesque corners and Instagram-worthy spots that provide the perfect backdrop for capturing your romantic moments. Share your date experience with the world and spread the love.

Reserving Romance: 💕 Private Date Experiences

Elevate your date to new heights by reserving a private corner at Coffee with Bae. Experience personalized service, a dedicated barista, and a specially curated menu. Whether it's an anniversary, a proposal, or simply a cherished moment, we make it extraordinary.

Love for the Planet: Sustainability and Ethical Sourcing 🌱

At Coffee with Bae, love extends beyond relationships to the environment and community. Learn about our commitment to sustainable practices and ethical sourcing, making your date not just meaningful for you but for the world around us.



*Coffee with Bae isn't just a coffee shop; it's a sanctuary where love and coffee intertwine. From the rich aromas to the heartwarming ambiance, every detail is crafted to make your date a remarkable memory. **Come, let your love story unfold over cups of exquisite coffee at Coffee with Bae - where every date is an affair to remember.***

BLOG URL: <https://coffeewithbae.blogspot.com/2023/08/brewed-romance-unveiling-perfect-date.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.



EMAIL NEWSLETTER URL: <https://coffeewithbae.blogspot.com/2023/09/sip-into-savings-enjoy-50-off-at-coffee.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.

Coffee Facts

What coffee lovers should know

Fact 1

Despite its name, the coffee bean isn't actually a bean.



It's rather a pit or seed that's found inside the coffee cherry.

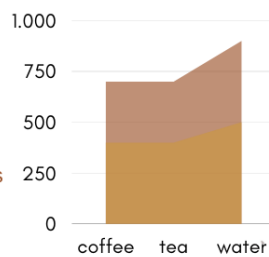
Fact 2

The earliest term for the coffee drink was the Arabic word "qahwah", which actually referred to a type of wine.



Fact 3

Alongside water and tea, coffee is one of the most popular drinks worldwide with over 400 billion cups of it being consumed each year.



Coffee Consumption

50.8%



32.8%



Benefits of Coffee



Reduce your weight

Boosts energy levels



Supports heart health

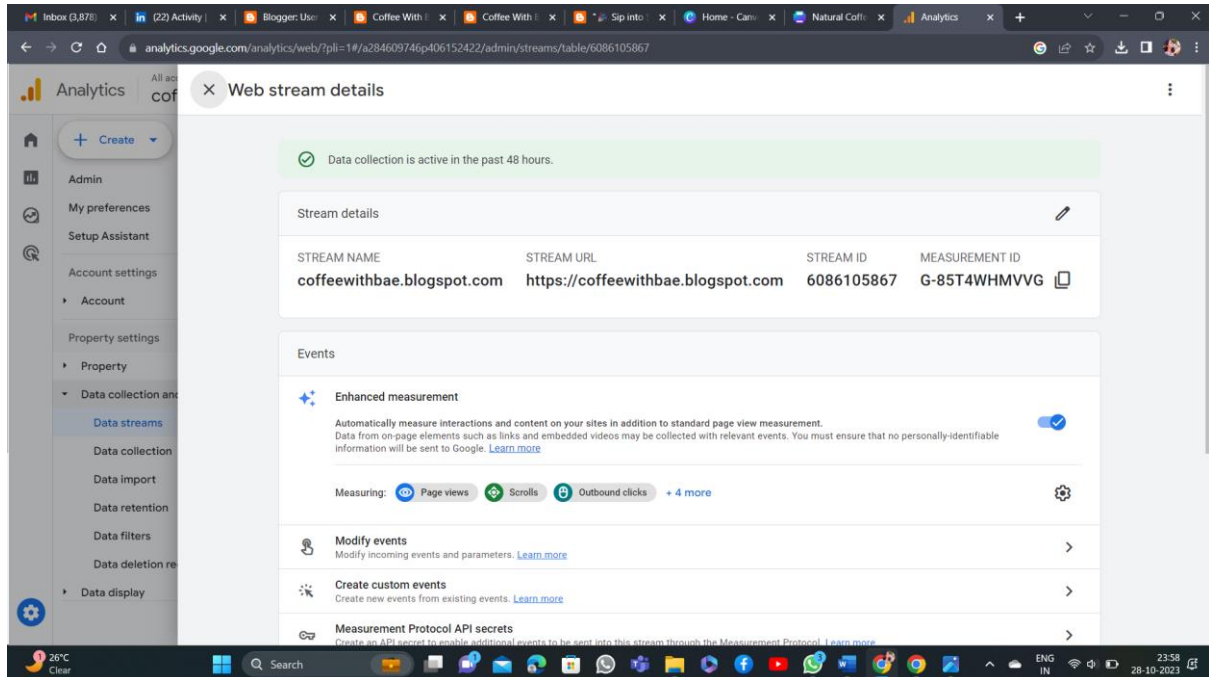
Supports brain health



INFOGRAPHIC POST URL: <https://coffeewithbae.blogspot.com/2023/09/coffee-facts-visual-sip.html>

ASSIGNMENT – 7

GOOGLE ANALYTICS MEASUREMENT ID:



GOOGLE MEASUREMENT ID: G-85T4WHMVVG

STREAM ID: 6086105867