

**Naan Mudhalvan**

**Digital Marketing**

**Name:** S . Dheeksha

**Nm ID:** AU913120104026

## 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 image shows a screenshot of a LinkedIn profile for DHEEKSHA S. The profile is displayed on a web browser, with the URL <https://www.linkedin.com/in/dheeksha-s-0b5a21260/> visible in the address bar. The profile features a blue circular profile picture with a white 'D'. The name 'DHEEKSHA S' is prominently displayed, followed by the text 'Attended Velammal College of Engineering & Technology, Madurai' and 'Madurai, Tamil Nadu, India · [Contact info](#)'. Below this, it shows '21 connections' and buttons for 'Open to', 'Add profile section', and 'More'. A section titled 'Open to work' indicates 'Analyst and Assistant Manager roles' with a 'Show details' link. A banner for 'Share that you're hiring and attract qualified candidates' is also present. The right sidebar includes 'Profile language' (English), 'Public profile & URL' (www.linkedin.com/in/dheeksha-s-0b5a21260), and an advertisement for 'DHEEKSHA, aramco is hiring!'. The bottom section shows 'Education' at Velammal College of Engineering & Technology, Madurai, with a Bachelor of Engineering - BE, Computer Science degree from 2020. It also lists 'Interests' in Companies and Schools, including Velammal College of Engineering & Technology, Madurai (5,378 followers) and VisAI Labs (35,271 followers). The right sidebar lists people to connect with, including YAZHMOZHE G M, R. Prathiba Selvi, and Aparna M, all students at Velammal College of Engineering & Technology.

## **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 : D'S CROCHET**

**INSPIRATION: ONLINE CROCHET BRAND**

## **ASSIGNMENT – 3**

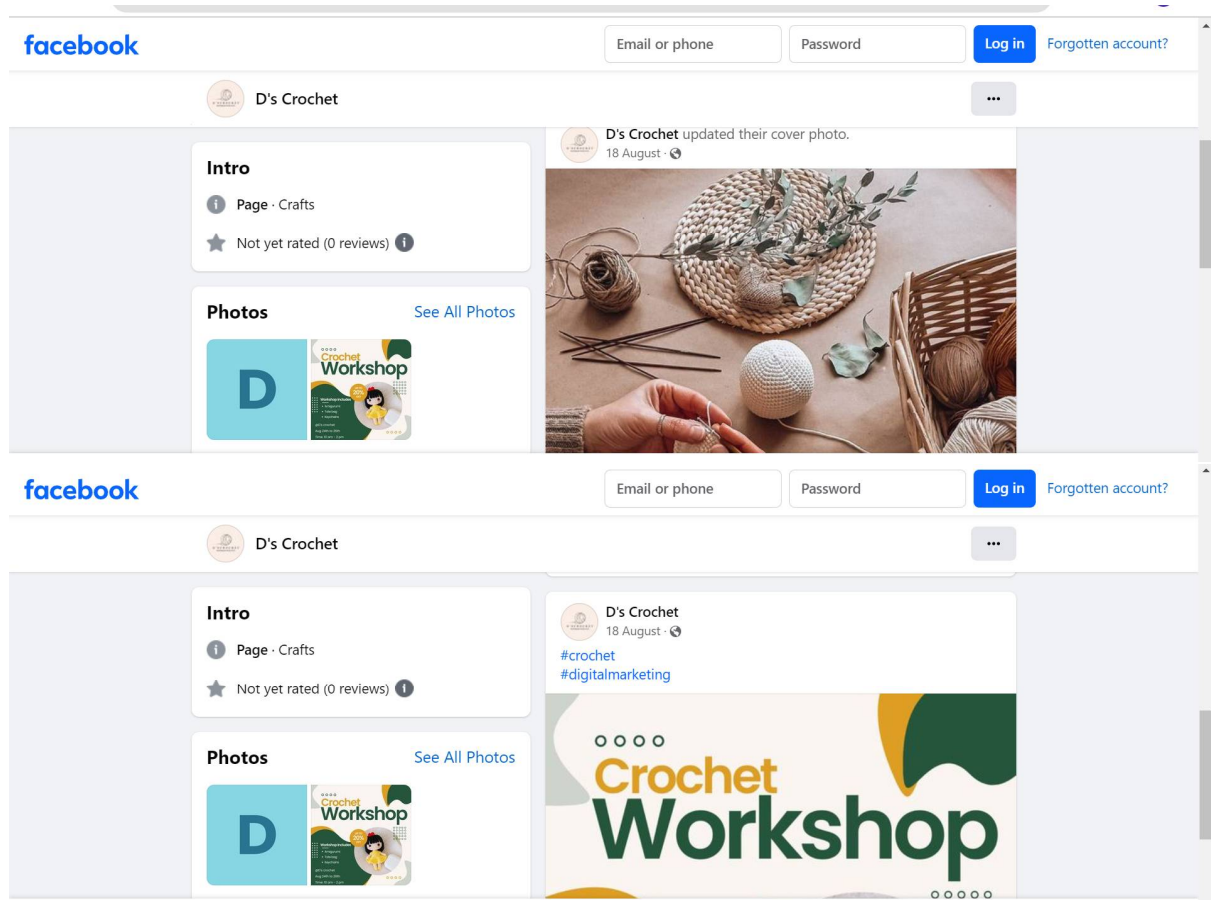
### **FACEBOOK PAGE:**

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

**BRAND LOGO:**



## FACEBOOK PAGE



## 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


← Crocheted Memories

Q

Crafting Wonders with Crochet: Unraveling the Artistic Journey

Crocheted Memories

Welcome to our cozy corner of the internet dedicated to the enchanting world of crochet! Whether you're a seasoned crocheter or just starting your yarn-filled journey, our blog is here to inspire, teach, and connect fellow craft enthusiasts. From intricate doilies to snuggly blankets and fashionable wearables, we're here to explore the limitless possibilities that crochet has to offer.



1. The Magic of Yarn and Hook: An Introduction to Crochet

- Discover the basic tools you need to embark on your crochet adventure: hooks, yarn, and more.
- Explore different types of yarn and their unique characteristics.
- Learn about the various crochet hook sizes and their uses.

2. From Chain Stitch to Masterpiece: Crochet Fundamentals

- Dive into the foundational stitches: chain stitch, slip stitch, single crochet, double crochet, and more.
- Follow step-by-step tutorials to master these stitches with ease.
- Understand how to read crochet patterns and charts.

3. Creating Beauty: Exploring Crochet Patterns and Projects

- Explore a wide range of crochet projects for all skill levels: beginners to experts.
- Delve into the world of amigurumi, home decor, wearables, and beyond.
- Learn how to adapt and modify patterns to make them uniquely yours.

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4. Colorful Expressions: Choosing the Right Yarn Colors

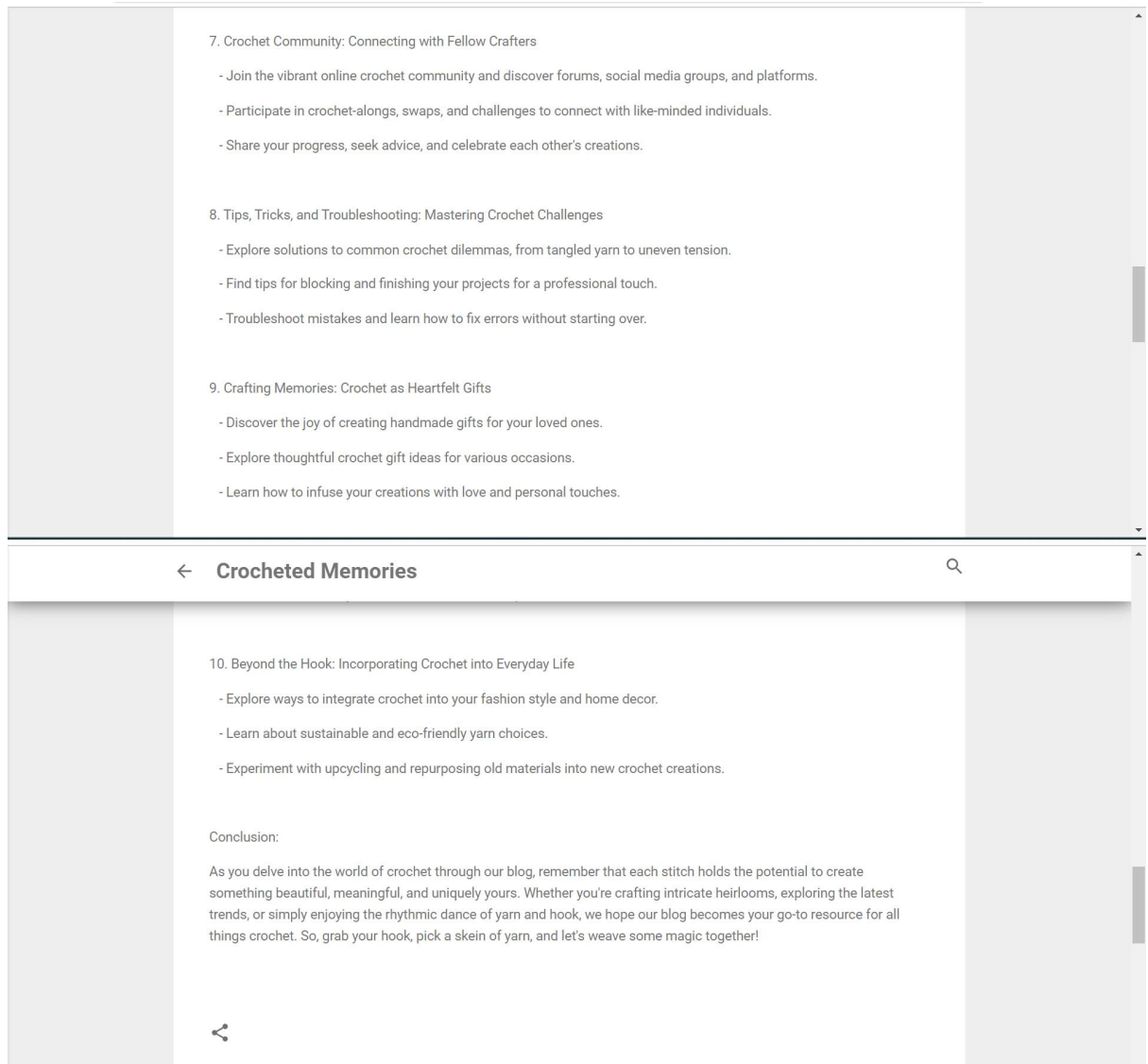
- Understand color theory and how it applies to your crochet projects.
- Discover tips for combining yarn colors harmoniously.
- Explore the impact of color choice on the mood and style of your creations.

5. Advanced Techniques: Lacework, Tunisian Crochet, and More

- Take your crochet skills to the next level with advanced techniques.
- Learn the art of creating delicate lacework and intricate designs.
- Explore Tunisian crochet, hairpin lace, and other captivating methods.

6. Stitching Stories: The Therapeutic Benefits of Crochet

- Uncover the therapeutic and stress-relieving aspects of crochet.

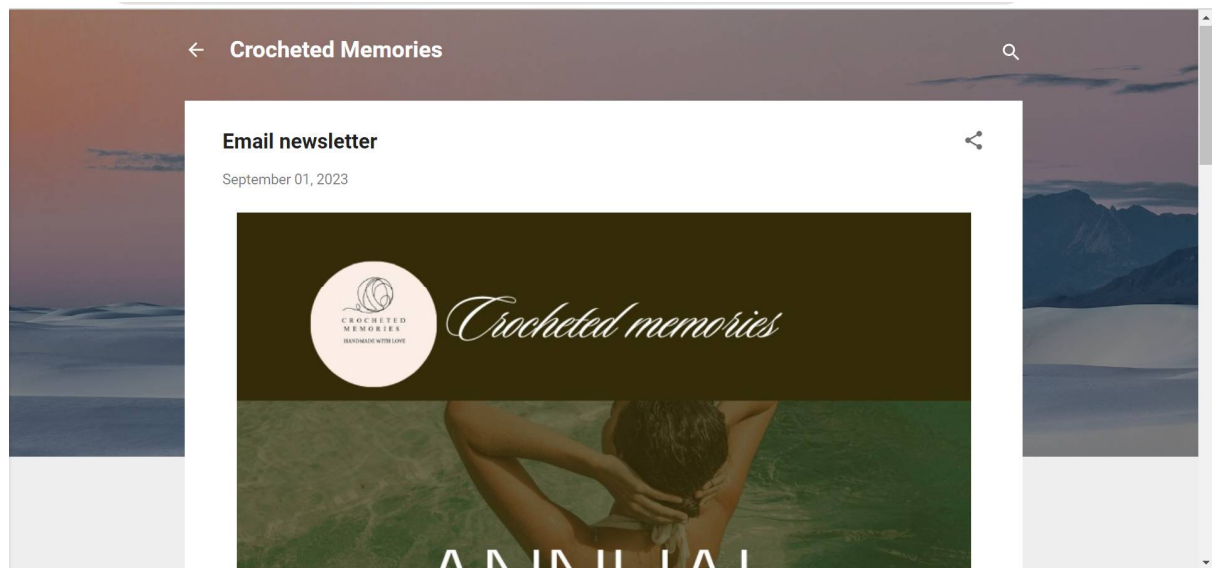


BLOG URL: <https://crochetedmemories.blogspot.com/p/crafting-wonders-with-crochet.html>

## 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://crochetedmemories.blogspot.com/2023/09/email-newsletter.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.



# Crochet Cheat Sheet

○	Chain stitch (ch)	Yarn over, pull yarn through stitch on hook.
•	Slip stitch (slip st)	Insert hook into stitch or space indicated, yarn over, pull yarn through both loops on hook.
+	Single crochet (sc)	Insert hook into stitch or space in- dicated, yarn over, pull up a loop (2 loops in hook), yarn over, pull yarn through loops on hook.
T	Half double crochet (hdc)	Yarn over, insert hook into stitch or space indicated, pull up a loop (3 loops in hook), yarn over, pull yarn through loops on hook.
⌋	Double crochet (dc)	Yarn over, insert hook into stitch or space indicated, pull up a loop (3 loops in hook), *yarn over, pull yarn through 2 loops on hook; repeat from * once more.
⌋⌋	Treble crochet (tr)	Yarn over twice, insert hook into stitch or space indicated, pull up a loop (4 loops in hook), *yarn over, pull yarn through 2 loops on hook; repeat from * 2 times.
⌋⌋⌋	Double treble crochet (dtr)	Yarn over 3 times, insert hook into stitch or space indicated, pull up a loop (5 loops in hook), *yarn over, pull yarn through 2 loops on hook; repeat from * 4 times.

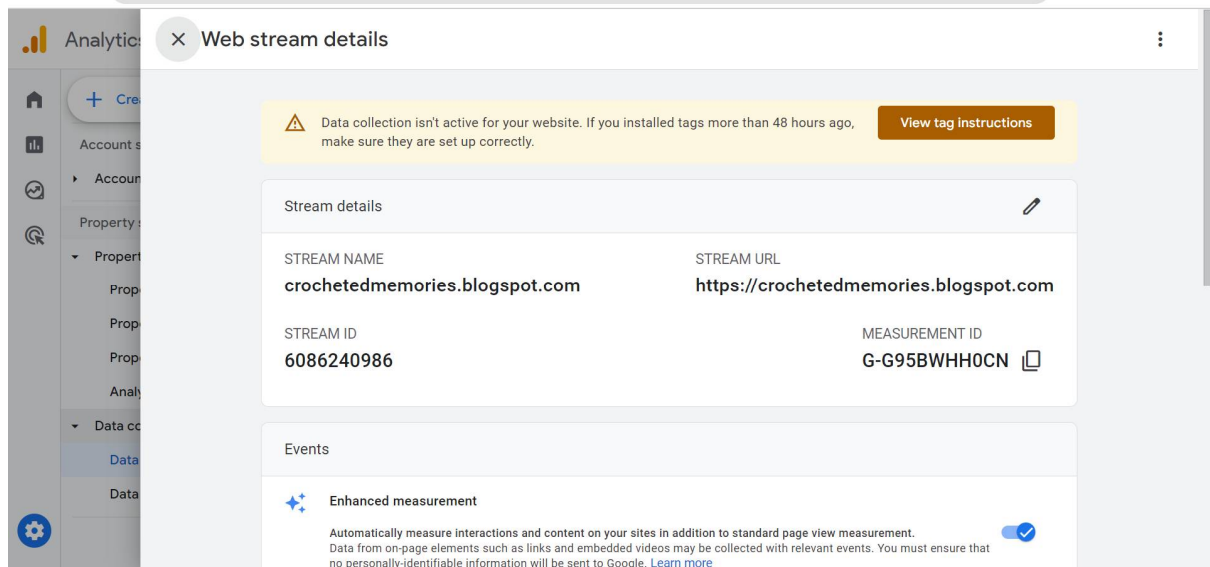
myhappilyevercrafted.com

INFOGRAPHIC POST URL: <https://crochetedmemories.blogspot.com/2023/09/crochet-stitches-infography.html>



## ASSIGNMENT – 7

### GOOGLE ANALYTICS MEASUREMENT ID:



**GOOGLE MEASUREMENT ID: G-G95BWHH0CN**

**STREAM ID: 6086240986**