

CURRICULUM VITAE

VINOTHA NAGARAJAN

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Objectives

To pursue a career in web development and digital marketing specialist and accounting as well to achieve a position that offers challenging assignment, innovations, and opportunity for growth.

Profile

Well organized, pragmatic, and versatile professional with quantitative and analytic skills. Possess strong interpersonal skills with time management ability to handle multiple tasks and meet deadlines.

Working Skills

- Web Application Development
- Digital Marketing
- Content Marketing
- Lead Generation
- Branding
- Inbound Marketing
- Social Media Marketing (Arabic/English)
- Template Designing
- Search Engine Optimization
- Google Analytics
- Google Tag Manager
- Google AdWords
- CRM
- Link Building
- Negotiation Skills
- Artwork
- Banner Designing
- Logo Designing
- Excel Sheet Works

Organizational Experience

North International Immigration services Co. (Feb 2020 - Present):

North immigration is one of the famous immigration consultants in Bahrain, Kuwait, Jordan, and Egypt and UAE

Occupation:

- Maintain company website (Both Arabic and English) & update information.
- Maintain company all social media pages (Face Book, Twitter, Instagram, TikTok, Snapchat).
- Monitor SEO and Engagement & Content Management
- Analysis traffic on our company website.
- Upload and Maintain Immigration Client Details on Zoho CRM and Insightly CRM.
- Preparing Cost Sheet for all Caribbean Countries investments (Antigua, Dominica, Grenada, St. Kitts, St. Lucia)
- Maintain company documents, sending emails and enquiries to the customers and follow up.
- Sending Email and SMS Marketing.

Webomania pvt.ltd (Bangalore) (Oct 2017 to Feb 2018):

The Webomania is a top social media optimization company which provides SEO SMO services at very affordable rates.

Occupation:

Joined webomania solution pvt.ltd (Bangalore) as **Web designer** (HTML5, CSS3, BOOSTRAP, Wordpress). And **SEO (Search Engine Optimization) team coordinator**.

SEO team Coordinator:

- Identified crucial market changes and provided leadership in adapting to changing economic concerns.
- Supported other senior decision makers in steering company through board of director's transition.
- Augmented and approved successful marketing campaign proposals that drove sales and market growth for clients.
- Implemented training in new media use in marketing and advertising for employees, Developed data-driven solutions to lead department and company to identify growth goals.

Cegonsoft pvt.ltd (Bangalore) :

Cegonsoft is a Bangalore based IT Training and Software Development Company started in the year 2004. We are proud of our success and rapid growth in our range of services.

Occupation:

Joined in cegonsoft pvt.ltd (Bangalore) from the year – 2016 as **Web Developer** and **digital marketing executive** and other accounting works (**Bookkeeping, voucher entries, p/f account, balance sheet**).

Digital Marketing Executive Roles and Responsibilities:

1. On page optimization (keyword search, meta tag description, title tag etc.)
2. Off page optimization (link building, SMO, google ad words etc.)
3. Organic search results
4. Paid services (Facebook, twitter, LinkedIn, Instagram.)
5. Email Marketing Service

Florence Public School:

Florence is one of the premier institutions of Bangalore following the 3D policy – Dedication, Devotion and Discipline for 30 years. Florence is the most sought-after institution in Bangalore which is truly a dream come true to the parents and the students to reach the zenith.

Occupation:

Worked as computer tutor up to class 10th for 1 year.

Educational Qualification

- **MCA** in Bharath Niketan Engineering college, Theni
- **BSC (computer Science)** in Jayaraj Annapackiyam Womens College, Theni.

Professional Proficiency

Programming Languages	- HTML5, CSS3, JavaScript
Certification Courses	- Linux, Hardware Maintenance
Microsoft Corporation	- Excel, word, PowerPoint
Accounting Software	- Tally Prime, Zoho, Odoo ERP
Google Certificate	- Google webmaster, Google Analytics, Tag manager

Personal Skills

- Type Writing
- Computer and internet skills
- Dancer
- Mandala Art, Mahbubani Art, Sketching

Personal Details

Date of Birth	-	07/03/1991
Language Proficiency	-	English
Marital status	-	Married
Passport No	-	T2148412
CPR No	-	910363218
Driving License	-	Bahrain Driving License with Own Car

Current Salary is 450BD + Fuel Allowance and an expected salary will be 500 - 550BD.

Declaration

I, Vinotha Nagarajan, do hereby confirm that the information given above is true to the best of my knowledge.