

Contact

✉ chaitanyairakam474@mail.com
📞 +918978303120
🌐 LinkedIn

Skills

- Canva
- SEO (On-Page & Off-Page)
- Google Ads (Search Certified)
- AI-Powered Shopping Ads
- Meta Ads (Beginner)
- Email Marketing
- Content Strategy
- Branding
- Web Design (Wix Studio)
- Marketing Analytics
- MATLAB
- Signal Processing
- Circuit Design

Certificates

Brain Wave Brigade – Certificate of Participation

🔗 [Certificate Link](#)

Participated in the *Brain Wave Brigade* event organized by the International School of Business & Media (ISBM), representing Adisankara Institute of Engineering and Technology. Demonstrated enthusiasm, teamwork, and active involvement in the event activities.

Google Ads Search Certification

🔗 [Certificate Link](#)

Successfully earned the Google Ads Search Certification, demonstrating strong understanding of search advertising, campaign setup, keyword strategy, bidding optimization, and performance measurement using Google Ads.

AI-Powered Shopping Ads Certification

🔗 [Certificate Link](#)

Earned the AI-Powered Shopping Ads Certification, demonstrating skills in using AI-driven strategies to create smarter Shopping campaigns, optimize product visibility, improve performance insights, and enhance campaign outcomes using Google's AI tools.

BUS632: Digital Marketing and Advertising Certification

🔗 [Certificate Link](#)

Successfully completed the BUS632: Digital Marketing and Advertising course on November 6, 2025. Covered 32 hours of advanced concepts including digital strategy, advertising fundamentals, campaign optimization, and performance analysis. Achieved a score of **96.67** with a course GPA equivalent of **3.2**.

BUS502: Strategic Marketing Certification

🔗 [Certificate Link](#)

Completed the BUS502: Strategic Marketing course on November 5, 2025, gaining strong knowledge in marketing strategy, competitive analysis, value creation, customer segmentation, and brand positioning.

Marketing Quiz – Certificate of Participation

🔗 [Certificate Link](#)

Participated in the Marketing Quiz organized by Tough Tongue AI as part of Team *chaitanyairakam474*. Represented Adishankara Institute of Engineering and Technology and demonstrated strong interest in marketing concepts, quick thinking, and competitive problem-solving.

Google Ads Display

🔗 [Certificate Link](#)

IRAKAM CHAITHANYA

Profile

A motivated Digital Marketing Intern skilled in SEO, content strategy, email marketing, and web design. Experienced in creating optimized websites, analyzing search performance, and executing self-driven marketing projects. Combines strong technical understanding with creative thinking to build user-friendly digital experiences. Eager to grow in SEO, paid ads, and performance marketing roles.

Work Experience

Digital Marketing Intern

↳ Hive Minds

⌚ Jun 2025 - Present

Worked on self-driven digital marketing projects while learning at Hive Minds, focusing on SEO (On-Page & Off-Page), Google Ads (Search Certified), AI-Powered Shopping Ads, Meta Ads (Beginner), content strategy, marketing analytics, and email marketing. Gained practical experience applying these skills to improve visibility, structure content effectively, and analyze performance metrics during the internship.

SEO Project Creator / Digital Marketing Learner

↳ Self-Initiated Project

⌚ Sep 2025 - Present

Independently created and optimized a niche website, "The Frugal Foodie," using Wix to practice SEO (On-Page & Off-Page), keyword research, content structuring, and search visibility improvement. Focused on improving user experience and analyzing basic performance metrics to understand organic growth and engagement.

Email Marketing Learner / Campaign Creator

↳ Self-Initiated Project

⌚ Sep 2025 - Present

Independently created and tested email marketing campaigns to practice segmentation, copywriting, subject line testing, and basic engagement analysis. Focused on understanding how content structure, timing, and messaging impact open rates and user interaction.

Education

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↳ Ravindra Bharathi School(RBS)

⌚ 2019 - 2020 • High School

Successfully completed SSC with a GPA of 10/10, reflecting dedication, strong learning ability, and a disciplined academic foundation that continues to support higher education and professional growth.

Intermediate (12th)

↳ Satyam Junior College, Sullurpetta

⌚ 2020 - 2022 • Higher Secondary Education

Completed Intermediate education with MPC specialization at Satyam Junior College, Sullurpetta. Built foundational skills in mathematics, physics, and logical thinking, supporting further growth in technical and digital marketing fields.

B.Tech

↳ Audisankara Institute of Technology

⌚ 2022 - 2026 • Undergraduate

Pursuing B.Tech in Electronics and Communication Engineering with a strong interest in Digital Marketing, SEO, and web development. Gained analytical and technical knowledge while building multiple self-driven digital marketing projects alongside academics.

Projects

The Frugal Foodie – SEO Website Project

[Project Link](#)

Independently created and optimized a niche website to practice SEO (On-Page & Off-Page), keyword research, content structuring, and improving search visibility. Focused on enhancing user experience and analyzing basic performance metrics to understand organic growth and engagement.

Digital Marketing Portfolio

[Project Link](#)

Designed and developed a professional digital marketing portfolio to showcase my SEO projects, content strategy work, analytics dashboard, and branding case studies. Focused on structuring content clearly, improving site navigation, and presenting work in a visually compelling and user-friendly way.

Achievements

Top 500 Rank – Unstop Management Quiz Series

Achieved a Top 500 rank in the Unstop Management Quiz Series, demonstrating strong problem-solving, business awareness, and quick decision-making skills among nationwide participants.

Google Ads Search Certification

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AI-Powered Shopping Ads Certification

Earned the AI-Powered Shopping Ads Certification, demonstrating skills in using AI-driven strategies to create smarter Shopping campaigns, optimize product visibility, improve performance insights, and enhance campaign outcomes using Google's AI tools.

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Certificate ID: 9761080034IC

BUS502: Strategic Marketing Certification

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Certificate ID: 5115911558IC

Responsibility

College Volunteering Team

Team Lead / Event Organizer

Led a team of 10 volunteers to organize a charity event, successfully raising ₹10,000. Managed planning, task allocation, coordination, and event execution while ensuring smooth workflow and positive participation.

Local Food Bank / Community Service

Volunteer

Volunteered at a local food bank by managing inventory, organizing donation items, and assisting with distribution activities. Helped maintain smooth operations while supporting community service initiatives.