

NANDINI DAKSHINAMURTHI

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📍 Porur, Chennai

Digital Marketing Enthusiast

Inbound Marketing | Email Marketing | SEO | Social Media Marketing | Project Management | Technical Writing

A digital marketing enthusiast and a Hubspot Certified Inbound Marketer with a professional demeanour and a desire to learn more. Gained knowledge in Digital Marketing through self-paced learning and gained expertise in technical writing, project management and data analysis through previous work experience. Currently looking for a position as a Marketing Analyst with an organisation where I can utilize my existing skill set and knowledge to increase the company's profitability



Profile Summary

- An organised and creative professional with a sound knowledge in digital marketing and 2.9 years of experience in technical writing and project management
- Passionately curious about marketing
- Hubspot Certified Inbound Marketer and ITIL Certified Professional
- Experience in researching technologies, writing and editing technical documents and user manuals, and preparing presentations and training materials with clarity and concision
- Demonstrated acumen in coordinating a project integration plan with the right mix of planning, monitoring and controlling
- Proven experience in effectively interfacing with all levels of management and other departments and was commended numerous times by the managers for excellent organization, communication and relationshipbuilding skills



Highlights

Professional Competencies

- Communication
- Time Management
- Leadership
- Customer Facing
- Analytical
- Infographic Video Making
- Business Presentations

Personal Competencies

- Flexibility
- Establishing and Maintaining Interpersonal Relationships
- Emotional Intelligence
- Influencing Others
- Calm Under Pressure
- Event Organisation



Certifications

- | | |
|---|----------|
| • Axelos Certified ITIL Professional (Foundation) | Nov 2014 |
| • Hubspot Certified Inbound Marketer | Oct 2015 |
| • Course in Digital Marketing from Digital Vidya | Feb 2016 |



Expertise

- | | |
|------------------------------|------------------------|
| • Technical Writing | <div><div></div></div> |
| • Project Management | <div><div></div></div> |
| • Inbound Marketing | <div><div></div></div> |
| • Email Marketing | <div><div></div></div> |
| • Search Engine Optimization | <div><div></div></div> |
| • Social Media Marketing | <div><div></div></div> |



Experience

Technical Writer

Transcentra - Chennai

Oct 2015 - Present

3i Infotech -Transcentra (Client), Chennai

July 2015 - Oct 2015

- Prepared user manuals and training materials for the newly developed software modules
- Assisted in maintaining and updating the documents after each product release
- Designed technical diagrams, flowcharts, and system flows using visio
- Coordinated and worked closely with engineers, customer support, and product management to create and ensure the readability and technical accuracy of the product documentation
- Maintained effective and regular communication with the project managers

Project Management Analyst

HCL Technologies - Merck (Client), Chennai

Oct 2013 - July 2015

- Processed and analysed raw data into reports for senior managers and made recommendations based upon the research findings
- Co-ordinated a project-integration plan with the right mix of planning, monitoring and controlling
- Responsible for publishing monthly newsletters to the stakeholders for presenting the technical highlights into simple text
- Participated in all the weekly and monthly client meetings and also prepared presentations to explain our ideas and thought process to the clients
- Built up a repository of project management templates to maintain the past and current details to support the Project Managers



Accomplishments

- Rated as an **Exceptional Performance** employee in my current organisation and **Outstanding Performer** in my previous organisation
- Reduced the writing deliverables backlog by 50 percent in 3i Infotech
- Identified the problem areas and re-wrote the user guide for product installation
- Appreciated by all the business and internal leaders in HCL for bringing up the first newsletter which was an initiative taken for communicating the technology highlights and achievements into simple, user-friendly language



Proficiency

- **Expert:** MS PowerPoint, MS Visio, MS Publisher
- **Advanced:** Canva, Animaker, MS Excel, Facebook, Twitter, LinkedIn
- **Intermediate:** Google Adwords, Wordpress
- **Basic:** Buffer, Mailchimp, Webmaster Tools



Education

Bachelors of Engineering, Major in Electronics and Communication
Sri Sairam Engineering College, Chennai | 2009-2013
CGPA: 7.4



Personal Details

- Date of Birth: 13th of June, 1992
- Address: Porur, Chennai: 600122, Tamil Nadu, India
- Languages Known: English, Tamil, Telugu