
HARINI Y.S.

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♦ **LinkedIn:** www.linkedin.com/in/harini-y-s-digitalmarketer

CAREER OBJECTIVE

Motivated and marketing professional seeking with one yrs of experience to build a successful career in **Digital Marketing**. Skilled in digital promotion, content creation, and team coordination, with a strong desire to contribute to business growth. Eager to work in a challenging environment that fosters continuous learning and professional development.

SKILLS

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|--|--------------------------------|
| • SEO & SEM | • Content marketing & creation |
| • Social media marketing | • Email marketing |
| • Keyword analysis | • Copywriting and editing |
| • Google analytics | • WordPress & CMS Platforms |
| • Product promotion | • E-commerce marketing |
| • Google Ads & PPC Campaign management | • Microsoft Office Suite |
| • Business process modeling | • Stakeholder Communication |
| • SQL proficiency | • Microsoft Excel mastery |

WORK HISTORY

Digital Marketing Manager, 08/2023 - 08/2024

PIMENTA AGRITECH PVT LTD – Chennai, India

- **Digital Campaigns:** Executed targeted digital marketing campaigns for agri tech and herbal products, increase in online engagement.
- **Marketplace Integration:** Successfully onboarded and managed seller accounts on major e-commerce platforms including Amazon, Flipkart, IndiaMART, and Meesho, expanding the company's digital footprint.
- **Website Management:** Oversaw website updates and SEO optimization, leading to a boost in user engagement.
- **Product Listing Optimization:** Developed and implemented SEO friendly product listings, enhancing visibility and driving increase in organic traffic.
- **Event Representation:** Represented the company at the National agri Expo, enhancing brand visibility and networking opportunities.

EDUCATION

Bachelor of Science: Agriculture, 05/2021

Annamalai University - Chidambaram, India

- **Final Grade:** 86%

LANGUAGES

English

Tamil

CERTIFICATIONS

Digital Marketing & Business Analyst, KGiSL Micro college- coimbatore , - 6 Months
, 06/2025

PROJECTS

KGiSL Micro College – Digital Marketing Projects Pimenta Agritech Pvt. Ltd. – Digital Marketing & Compliance Projects

Capstone Project: Digital Marketing Strategy – Naturals Salon

- Developed detailed buyer personas and planned a 1-month Instagram and Facebook content calendar featuring offers, beauty tips, and client testimonials, along with designing 3 promotional social media creatives using Canva.
- Executed 2 Facebook Ad campaigns and 2 Google Ads campaigns with clear objectives, budgets, and KPIs to drive client acquisition and local engagement.
- Conducted a website SEO audit with recommendations, developed an email marketing campaign with automated workflows, and implemented an ORM strategy to monitor and manage online reviews effectively.

Tools Used: Google Forms, Instagram, Facebook, Canva, Facebook Ads, Google Ads, Google Analytics, Mailchimp, Google Search Console

Milestone 1: Social Media & Branding Strategy – Dragon's Delight

- Designed a complete digital marketing package including buyer persona, brand logo, 1-month content calendar, 1-week social media creatives, campaign objectives, influencer strategy, targeted ads, and a podcast episode on restaurant marketing.

Milestone 2: Digital Marketing Project – FirstCry

- Conducted a comprehensive digital marketing campaign for FirstCry, including SEO audits with keyword and meta tag improvements, creation of Google Ads campaigns with A/B testing, designing targeted promotional emails, and developing ORM strategies to enhance online reputation management.

Tools Used:

SEO – Google Search Console, SEMrush

SEM – Google Ads, Keyword Planner

Email Marketing – Mailchimp, Canva

ORM & Analytics – Google Analytics, Instagram Insights

Design – Canva

E-commerce Onboarding & Marketplace Management – Agri-Herbal Products

- Set up and managed seller accounts on Amazon, Flipkart, IndiaMART, and Meesho.
- Created SEO-optimized product listings and managed real-time inventory.
- Tracked performance metrics and executed strategies to increase conversions.

FSSAI License Compliance Management

- Managed end-to-end FSSAI certification process, ensuring regulatory compliance, accurate documentation, timely renewals, and adherence to food safety audits.

NSIC Registration & Compliance

- Oversaw NSIC registration process to secure MSME benefits, ensuring compliance with eligibility criteria and documentation for continued access to government schemes.

DECLARATION

I do hereby declare that the above information provided by me is completely true to the best of my knowledge.

HARINI Y.S.