



KARTHIKEYAN P

Reach me at

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- 📄 [Karthikeyan Palanisamy](#)

COURSES & CERTIFICATIONS

- Google analytics for Beginners & Advanced Courses on Google
- Google digital Garage Certificate
- SEO, SMM & Display Advertising Course at Hub Spot Academy
- SMM & Display Advertising Courses on Hub Spot Academy
- HTML ,CSS, JS Courses at Udemy
- Google Search Ads & Display Ads Certification Course on Google
- Facebook Ads , Facebook Business Manager & Campaign Performance with Ads manager Certificates at Facebook .

INTERESTS

- ✓ Digital Marketing
- ✓ Web designing & Learn coding

CAREER OBJECTIVE

To be part of an organization where I can I fully utilize my skills and make a significant contribution to do the success of employer and at the same time my individual growth.

EDUCATIONAL QUALIFICATION

- Completed Bachelor of Mechanical Engineering at K.Ramakrishnan College of Engineering, Trichy with 85.5%
- Completed Higher Secondary at Dalmia Higher Secondary School, Trichy, with 84.6%
- Completed SSLC at Dalmia Higher Secondary School, Trichy, with 89.2%

EXPERIENCE SUMMARY

- **Digital Marketing Freelancing**
(14-May-2022 to Present)
- **Company name: felicity.care**
- **Designation: Digital Marketing Freelancer**

Roles & Responsibilities:

- Working on increase in website traffic through OFF PAGE SEO techniques of link building.
- Working on SEO site audit and competitor analysis.
- Working on URL indexing through Google search console.
- Working on keyword research.
- Adequate working knowledge of excel sheet and reporting.

- **Digital Marketing Internship**
(07-April-2021 to 07-nov-2021)

- **Company name: drdad.in**
- **Designation: Digital Marketing intern**

Roles & Responsibilities:

- Working on increase in website traffic through OFF PAGE SEO techniques of link building.
- Link building – Directory submission, Social book marking, Info graphic submission, Forum submission, Article posting, Blog posting, Guest posting.
- Creating brand awareness through digital platforms through SMM techniques.
- Working knowledge of Google Analytics, Google Search Console and Keyword Research tools.

ACHIEVEMENTS

- I have received an award for excellence in education, during the class of eighth standard in school.
- I got Inspire Award during the class of eighth standard in school.
- I have received an award for subject topper in college during the third semester.

PERSONAL DETAILS

Father Name : Mr. Palanisamy T
Mother Name: Mrs. Chitra P
Marital Status: Single
Date of Birth : 04-03-2001
Nationality : Indian
Address : 4/48,Perumal Kovil Street, E. Vellanur(po),Lalgudi(Tk), Trichy(Dt)-621 712.

LANGUAGES

Tamil ●●●●
English ●●●●

HOBBIES

- Playing games like cricket and volley ball
- Watching movies

LIVE PROJECT

I have created and designed my own website.
(<https://imkarthikeyan.netlify.com/>)

- Adequate knowledge of OFF PAGE SEO and SMM.
- Working on graphic designing with Canva tool.
- Working Knowledge of Excel sheet & Word.

➤ Digital Marketing Internship
(30 -May-2021 to 30- July-2021)

- **Company name:** RENTNAP
- **Designation:** Digital Marketing intern

Roles & Responsibilities:

- Working on Social Media Marketing (SMM) and Lead generation through Facebook Ads manager.
- Create Facebook ads and Campaign Management.
- Adequate knowledge of Facebook Ads and reporting skill.

- Market Research Internship
(11-Aug-2020 to 11-Sep-2020)
- **Company name:** LumEvent Pvt.Ltd.
- **Designation:** Market Research intern

Roles & Responsibilities:

- Working on market research and lead generation.
- Working knowledge in market research and data management in excel sheet

- Digital Marketing & Advertising Internship
(05-Dec-2019 to 20-Feb-2020)
- **Company name:** Digifuse
- **Designation:** Marketing and Business development Intern

Roles & Responsibilities:

- Generate business leads through Digital Marketing Campaigns.
- Working on Marketing Campaigns such as CPI, CPR, and CPA.
- Working experience on Campaign Analytics Panel and reporting.
- Working on Promoting products and services, Brand awareness activates and Social media campaigns.
- Working on increase in quality of marketing leads and conversion rates for the sales & marketing team.
- Adequate knowledge in SMM and Marketing Campaigns.

- Marketing & Sales Internship
(01-May-2019 to 01-July-2019)
- **Company name:** Shoppingkart24.com
- **Designation:** Marketing and sales intern

Roles & Responsibilities:

- Lead generation by using telemarketing techniques.
- Create brand awareness through digital platforms.
- Adequate knowledge of market research and data collection.
- Working knowledge of excel sheet.

CORE COMPETENCIES

- ✓ **Digital Marketing Techniques & Tools:** SEO | SMM |SMO |SEM |Good Analytics | Google Search Console | Digital Advertising | Semrush | Ahrefs | Ubersuggest | Screaming Frog
- ✓ **Computer skills:** HTML| CSS| Java Script | SQL | MS Office
- ✓ **Additional Skills:** Web designing - Wordpress | Tele Marketing | Market Research | Typing | Team Orientation & Leadership Potential | Problem Solving | Punctual | Good Team player

DECLARATION

I hereby declared that the above particulars furnished by me are true to the best of my knowledge and belief. I assure you, if I'm given a chance, I will execute my work to the fullest satisfaction of my superiors.

DATE:
PLACE:

(KARTHIKEYAN P)