



KARTHIKEYAN P

Reach me at

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- Karthikeyan Palanisamy

COURSES & CERTIFICATIONS

- Google analytics for beginners & advanced courses in Google
- Google digital garage certificate
- SEO, SMM & Display Advertising Courses at Hub Spot Academy
- HTML ,CSS, JS Courses at Udemy
- Google Search Ads & Display Ads Certification Courses in Google
- Facebook ads , Facebook business manager & campaign performance with ads manager certificates at Facebook blueprint.com

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

- Pursuing Bachelor of Mechanical Engineering at K.Ramakrishnan College of Engineering 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%

INTERNSHIP EXPERIENCE

- **Digital Marketing Internship**
(07-Apr-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 (OFF PAGE SEO) – Directory submission, Social book marking, Info graphic submission, Forum submission, Article posting, Blog posting, Guest posting.
- Create brand awareness through digital platforms through SMM techniques.
- Working knowledge of Google Analytics, Google Search Console and Keyword Research tools.
- Adequate knowledge of OFF PAGE SEO and SMM.
- 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.

ACHIEVEMENTS

- I 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 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 sports like cricket and volley ball
- Watching movies

LIVE PROJECT

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

- Create Facebook ads and campaign management.
- Adequate knowledge of Facebook ads and reporting.

- 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, CPA.
 - Working experience on campaign analytics panel and reporting.
 - Working on promoting products and services, brand awareness activities 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:**
1. Lead generation by using telemarketing techniques.
 2. Create brand awareness through digital platforms.
 3. Adequate knowledge of market research and data collection.
 4. Working knowledge of excel sheet.

CORE COMPETENCIES

- ✓ **Digital Marketing Techniques:** SEO | SMM |SMO |SEM
Good Analytics | Lead Generation | Digital Advertising
- ✓ **Computer skills:** HTML| CSS| C |Python| Java Script | SQL |
MS Office
- ✓ **Additional Skills:** Web designing – Word Press | 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)