MADHUMITHA.C

DIGITAL MARKETING EXECUTIVE

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Tech-savvy and creative marketing enthusiast with a background in engineering and a focus on content strategy, SEO, and AI-driven digital marketing. Skilled in using tools to automate and optimize content, analyze digital performance, and stay ahead of trends. Actively building expertise in paid media, Google tools, and conversion strategy. Passionate about helping brands grow through smart, user-focused digital solutions.

EDUCATION

Mankula Vinayagar Institution of technology
B.Tech CSE (IOT & Cyber Security and including Blockchain)
2021-2025
CGPA 8.9

ONGC Public School, Karaikal

Senior Secondary School (2020-2021)	**82.8%**
High School(2018-2019)	**82%**

PROJECTS EXPERIENCE

- **Social Media Marketing for Rose Petals** - Planned and executed a social media strategy for a small beauty and lifestyle brand. Created visually engaging posts, wrote targeted captions, and scheduled content consistently to build brand presence. Ran basic paid promotions to boost visibility and reach, using audience targeting and performance tracking.
- **SEO Audit – www.newphoenixboating.in** - Conducted a full on-page and technical SEO audit for a personal portfolio website using SEMrush's audit framework. Assessed and optimized meta tags, heading structure, and image alt attributes. Identified crawlability issues, improved page speed, and ensured mobile-friendliness. Verified domain via DNS and submitted sitemap to Google Search Console for indexing.

CERTIFICATIONS

- Digital Marketing Certified HubSpot Academyy
- Google Digital Marketing & E commerce Certification – Google Skillshop
- SEO Fundamentals Course SEMrush Academy

TECHNICAL SKILLS

- Python ,Flutter, Dart
- Content Writing & Strategy
- Social Media Marketing
- SEO
- Basic HTML & UI Understanding

SOFT SKILLS

- Team Collaboration
- Leadership
- Adaptability
- Creative Content Ideation

ACHIEVEMENTS

- Active participation in community coding workshops.
- Leadership roles undertaken in team projects and involvement in hackathons.
- Awarded First Prize in Paper Presentation at Rajiv Gandhi Engineering College.
- Participated in the Garnishing Talent Program by Eaton.

PUBLICATIONS

- Flora sense: Adaptive Plant Health & Growth Advisor – Published in IEEE Conference Proceedings (2024).