

GOWSALYA S

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OBJECTIVE

A motivated and results-oriented Digital Marketing Intern with practical experience in social media marketing, content creation, and basic SEO. Skilled in managing campaigns on platforms like Facebook, Instagram, and Google to enhance brand visibility and audience engagement. Proficient in keyword research, Canva designing, email marketing, and website performance analysis. A fast learner with excellent communication skills and a passion for digital branding and business growth.

TECHNICAL SKILLS

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing & Advertising
- Microsoft Office
- Key Research
- Web Analytics
- Content Marketing & Blog Optimization

TOOLS

- | | |
|-----------------------|-------------|
| Semrush | WordPress |
| All in One Seo | Google Ads |
| Screaming Frog | Meta Ads |
| Google Search Console | LinkedIn |
| Google Tag Manager | X (Twitter) |
| Google Analytics | Pinterest |
| Quil Bot | Mail Chimp |
| | Shopify |

EXPERIENCE

XPLORE INTELLECTS PVT LTD

DIGITAL MARKETING INTERN

AUG 2025 –PRESENT

- Executed strategic on-page optimization, analyzing competitor pages and targeting high-value keywords to strengthen the Digital Marketing Services page performance.
- Streamlined technical SEO by improving crawl paths, correcting indexing errors, and restructuring meta data using GSC, SEMrush, and GA.
- Played a key role in boosting search visibility and achieving measurable ranking growth for core service keywords.

EDUCATION

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|--|-----------|
| Master Of Business Administration | 2023-2025 |
| Hindusthan Engineering and Technology | |
| Bachelor of Commerce (Professional Accounting) | 2020-2023 |
| Vivekanatha College of Arts and Science | |

ADDITIONAL INFORMATION

INTERSHIP

- Internship (Fantasy Solution) Alage Spinning
- Internship (Redlitmus Communication)

CERTIFICATION

- RIP-Rural Innovation Project
- SIP-Social Immersion Programme Market visit
- management Quiz - Karpagam College of Engineering
- Completed Outbound Training in NALS (Neonatal Advanced Life Support)

LANGUAGES

- TAMIL
- ENGLISH