
M Vanumamalai Perumal

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Objective

I have completed a postgraduate degree in Mathematics, with a unique blend of experience in Digital Marketing, Medical Billing, and Frontend UI Development. I have proven my ability to leverage analytical skills to drive business growth, improve operational efficiency, and deliver high-quality products. I am skilled in digital marketing, medical billing, and frontend development.

Internship

- **Digital Marketing**
 - **SEO and SEM:** Assisted in optimizing website content and managing pay-per-click (PPC) campaigns to drive traffic and increase engagement.
 - **Social Media Management:** Managed social media accounts, including scheduling posts, responding to comments, and analyzing performance metrics.
 - **Email Marketing:** Created and executed email marketing campaigns, analyzed open rates, and adjusted strategies for better performance.
 - **Market Research:** Conducted market research to identify trends, target audiences, and competitors.
 - **Analytics:** Monitored and reported on website analytics and social media performance using tools like Google Analytics and Google Tag Manager.
 - **Collaboration:** Worked closely with the marketing team to develop and implement comprehensive digital marketing strategies.

Experience

- **Innovative Work Solutions** February 2024 -
Eligibility Verification Specialist
Key Responsibilities
 - Verified patient eligibility for medical services, ensuring accurate billing and reimbursement.
 - Utilized insurance portals (Waystar, EMR, PointClickCare, Sigma, Matrix Care, Emblem Health HIP, Elderplan, Health First Portals, Connex, Espace) to verify patient coverage and resolve discrepancies.
 - Resolved eligibility-related issues with healthcare providers, patients, and insurance companies.
 - Maintained accurate records of eligibility verification and communicated results to billing teams.**Achievements**
 - Consistently met or exceeded eligibility verification productivity and accuracy standards.
 - Improved eligibility verification process efficiency by implementing new workflows and procedures.
- **The Capternal Systems Private Limited** September 2021 - March 2023
Front End Developer
Key Achievements
 - Developed and maintained responsive websites using HTML, CSS, and React Js, resulting in improved user experience and increased website traffic.
 - Collaborated with cross-functional teams to design and implement intuitive user interfaces, ensuring seamless user interactions and enhanced functionality.
 - Optimized website performance by identifying and resolving bugs and implementing efficient coding practices, resulting in improved loading speed and overall site performance.**Technical Expertise**
 - Developed and tested APIs
 - Collaborated with backend engineers for API calls and data fetching
 - Utilized Git for version control and regularly pushed code to GitHub

- **Mi Life Style Marketing Global Private Limited**
Team Coordinator (Part Time)

July 2020 - December 2023

Key Responsibilities

- Promoted and sold lifestyle products through direct sales channels.
- Built and maintained relationships with customers to drive sales and retention.
- Mentored and led a team of distributors to achieve sales targets.
- Participated in product training and demonstrations to stay updated on offerings.

Achievements

- Achieved Team Coordinator rank, demonstrating leadership and sales excellence.
- Successfully built and managed a team of distributors, driving sales growth and team performance.

Education

- **The MDT Hindu College**
MSc Mathematics 2021
- **The MDT Hindu College**
BSc Mathematics 2019
- **The Ramaseshier Higher Secondary School**
HSC 2016
- **The Ramaseshier Higher Secondary School**
SSLC 2014

Skills

- Google Analytics
- Google Ads
- Facebook Ads
- Wordpress
- HTML5
- CSS
- React Js
- Bootstrap
- EMR
- Waystar
- EMSOW
- PointClickCare
- Tally
- Type Writing (Tamil & English)

Languages

- Tamil
- English