**Vanumamalai Perumal M**

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**SUMMARY**

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.

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**SKILLS and TOOLS**

* Programming: HTML / CSS / React Js/ Bootstrap
* Digital Marketing: Google Analytics/ Google Ads/ Word press
* Medical Billing: EMSOW/ EMR/ PointClickCare/ WayStar

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**INTERNSHIP:**

**2024 (November) – 2025 (February) Inmakes Learning Hub India**

**Role**: Digital Marketing Intern

* **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 analysing performance metrics.
* **Email Marketing**: Created and executed email marketing campaigns, analysed 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.

**TOTAL WORK EXPERIENCE:**

**2024 (February) – 2025 (April) Innovative Work Solutions India**

**Role**: 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.

**2021 (September) – 2023 (March) The Capternal Systems Pvt Ltd India**

**Role**: 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**:

* Collaborated with backend engineers for API calls and data fetching.
* Utilized Git for version control and regularly pushed code to GitHub.

**EDUCATION**

**The MDT Hindu College *June 2019 – May 2021***

*Master of Science in Mathematics*

**The MDT Hindu College *June 2016 – May 2019***

*Bachelor of Science in Mathematics*