



SUMMARY

Dynamic digital marketing professional with over 3 years of experience in driving successful online campaigns across various platforms, including Etsy and Shopify. Proven expertise in SEO, content marketing, social media strategy. Skilled in analyzing market trends and customer insights to create tailored marketing strategies that enhance brand visibility and engagement. Possess exceptional communication and interpersonal skills with a proven ability to work independently and as part of a team.

EDUCATION

Sona college of technology, Tamil Nadu

B. Tech in FASHION TECHNOLOGY
2014- 2018

HASMTECH INSTITUTE

Advanced fashion designing
2018 - 2020

SKILLS

- Digital Marketing Strategy
- SEO
- Social Media Marketing
- Content Marketing
- Email Marketing
- Analytics and Data Analysis
- Marketing Automation
- Social Media Analytics
- Conversion Rate Optimizatio

SOFT SKILLS

- Budget Management
- Team Leadership
- Creativity
- Tech Savvy
- Communication Skills
- Project Management
- Adaptability
- Problem-Solving
- Networking

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

B Anu Designs | 2024 - Present

- Demonstrated proficiency in managing Scrum processes and overseeing team task records, ensuring efficient project deliveries using Zopho Cliq.
- Specialized in Shopify operations, including product monitoring, backend theme management, blog maintenance, and staying abreast of recurring changes.
- Conducted regular quality assurance (QA) checks on the website to prevent glitches. Contributed to the platform's success by creating and managing discounts, promo codes, product uploads, and inventory adjustments.
- Prioritized SEO strategies to achieve top Google rankings.
- Extensive experience with Etsy, involving meticulous inventory monitoring and innovative strategies to enhance product visibility.
- Conducted in-depth SEO analyses, keyword research using tools like Ahrefs and Semrush, and implemented both on-page and off-page SEO techniques.
- Successfully navigated social media platforms such as Instagram, Pinterest, and Facebook, implementing content strategies aligned with current trends.
- Analyzed user followers and subscribers to optimize engagement.
- Proficient in Facebook ads, with a focus on lead generation and the promotion of advertisements across all platforms. Adept at capturing leads and implementing effective advertising strategies

TOOLS WORKED ON

- Google Analytics
- Google Search Console
- Ahrefs
- SEMrush
- Google Ads
- Canva (for social media graphics)
- Zoho Cliq
- HubSpot CRM
- Zoho CRM
- Monday.com
- Adobe Creative Cloud (Photoshop, Illustrator)
- Codepen
- HTML & CSS

LANGUAGES

- English
- Hindi
- Telugu
- Tamil

Digital Marketing Intern

VIBHA FASHION HOUSE | 2022t

- Conducted regular quality assurance (QA) checks to prevent website glitches.
- Prioritized SEO strategies for achieving top Google rankings.
- Performed in-depth SEO analyses and keyword research using tools like Ahrefs and Semrush; implemented on-page and off-page techniques.
- Navigated social media platforms (Instagram, Pinterest, Facebook) with trend-aligned content strategies.
- Analyzed followers and subscribers to optimize engagement.
- Proficient in Facebook ads, emphasizing lead generation and multi-platform promotion; skilled at capturing leads and executing effective advertising strategies.