

YAMMENE E

CONTACT



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EXPERTISE

Leadership

Data Analysis

Social Media Marketing

Digital Marketing

Strong Verbal communication

Ability to visualize and analyze things
easily

Time management

Team building

Planning and executing

Good aptitude knowledge

Strong written communication

Good observation skill

LANGUAGES

Tamil(can speak and write)

English(can speak and write)

Telugu(know to speak)

Malayalam (can understand)

Hindi(know to read and write)

INTERESTS

Badminton

Tennis

OBJECTIVE

As a fresher my objective is to gain a deep understanding of marketing strategies, learn new skills, gain relevant experience and establish a strong foundation in marketing by building a professional network and to demonstrate a strong work ethic.

EXPERIENCE

The Yellow Dwelling Private limited

03/04/2023 - 30/06/2023

Operations Intern

1. Conducted SEO research to enhance online visibility and improve search engine rankings.
2. Performed keyword analysis to optimize website content and drive targeted traffic.
3. Conducted website audits to identify areas for improvement and implement optimization strategies.
4. Managed product listings on Excel and uploaded them onto popular e-commerce platforms such as Amazon, Myntra, and Pepperfry.
5. Conducted competitor analysis to identify market trends, pricing strategies, and areas of competitive advantage.

PROJECTS

A study on the effect of forecasting techniques on sales performance.

Project Objective:

Conducted a comprehensive study to examine and analyze the impact of forecasting techniques on the sales performance of the organization.

Project Findings:

Demonstrated that the utilization of forecasting techniques has a positive effect on the organization's sales performance.

Identified time series analysis as the most effective forecasting technique based on the study's findings.

EDUCATION

Regional College of Management Bangalore affiliated under Bengaluru North University

2021-2023

Master of Business Administration- Marketing

National Institute of Technology(NIT) , Andhra Pradesh

2017- 2021

Bachelor of Technology- Electronics and Communication Engineering

Velammal Matriculation Higher Secondary School (Chennai)

2015-2017

Intermediate

Surfing through social media

Dancing

Mathematics

Teaching

Drawing

ACHIEVEMENTS & AWARDS

Won gold medal in school level badminton match

Won silver medal in school level carrom match

Qualified for national level in international spell bee competition.

Won silver medal in intra sports badminton(singles) competition conducted by NIT Andhra Pradesh.

Won gold medal in intra sports badminton(doubles) competition conducted by NIT Andhra Pradesh.

Won gold medal in Throwball match conducted by Regional college of management Bangalore.

Winners in the treasure hunt competition conducted by Regional College of Managemany Bangalore.

Kola Perumal Chetty Vaishnav Senior Secondary School(CBSE)

2015

10th

CERTIFICATES

Social media foundations by SkillUp

What is data science by Coursera

Advanced social media certification program by SkillUp

Advanced Web Analytics course by SkillUp

Business Analytics with excel

Advanced Excel

Advanced search engine optimisation certification course by skillUp

Lean management

Advanced content marketing

Facebook marketing and advertising

Youtube and video marketing

Powerbi for beginners

