

SARANYA DEVI

Digital Marketer

CONTACT

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- Mambakkam, Chennai, Tamilnadu
- Saranya Devi J

PROFILE SUMMARY

Experienced in the Digital Marketing field with a proven track record of developing and executing successful marketing strategies to drive online engagement, increase brand visibility, and optimize conversion rates. I am seeking a role where I can contribute my skills to achieve business objectives.

EDUCATION

2018 - 2022

**JERUSALEM COLLEGE OF
ENGINEERING**

- B.E Biomedical Engineering
- CGPA: 8.7

2017 - 2018 (HSS)

GHSS MAMBAKKAM

Percentage 87.08%

2015 - 2016 (SSLC)

GHSS MAMBAKKAM

Percentage 96.8%

WORK EXPERIENCE

Scientex Medtech Private Limited

APRIL 2022 - MAY 2024

Program Coordinator & Digital Marketing

- Coordinate and oversee international medical conferences and webinars, ensuring seamless execution and high attendee satisfaction and revenue generation.
- Develop and manage website content, and maintain relevance and accuracy.
- Engage in regular communication with doctors and media partners to foster collaborations and partnerships.
- Execute digital marketing strategies, including SEO, keyword optimization, social media marketing, and email marketing.
- Analyze marketing data and metrics to optimize campaign performance and drive audience engagement.
- Data collection to the relevant medical terms, making subject-oriented sessions.
- Knowledge in Graphing designing (Canva, Adobe)

SKILLS

- Digital Marketing
- Social Media Marketing
- Content Writing
- SEO indexing
- Email Marketing
- Affiliative Marketing
- Event Management

CERTIFICATION

- Cambridge Entry Level Certificate in ESOL International (Entry 2) achieved CEFR Level A2.
- 7 day Internship on Arduino Uno at Barola Technology in 2020.
- Online internship on Hospital training at Deepam Hospital, Tambaram in 2020.
- 2 Day Biomedical Equipment training by Atheenapandian's Pvt.Ltd at JCE Campus on 25/10/2021 and 27/10/2021.
- Secondary level (District level) Certificate in JRC.

PERSONAL DETAILS

Date of Birth - 25/03/2001

Father's name - Jeevanandhan P

Nationality - Indian

Language known - English, Tamil

Hobbies:

- Tailoring (insta @jeevs_sewnfancy)
- Pencil drawing
- Craft making

ACHIVEMENTS

- School topper in both Secondary and Higher Secondary board exams and second topper in the Department of Biomedical Engineering.
- Sopra Steria Scholar batch 2018.
- Got Passionate Participant award and got Best Performance of the Month twice in Scientex Medtech Pvt Lmt.

I hereby declare that all the above said facts are true to my knowledge. (SARANYA DEVI J)