



S.Sivanesan

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D.O.B : 31-10-1998

ADDRESS : 2/51, Naranappanaickanpatti ,Chinnakkampatti, Dindigul, TamilNadu - 631412.

OBJECTIVE

To secure a responsible career opportunity to fully utilize my skills and to make a significant contribution to the success of the company.

EDUCATIONAL QUALIFICATION

Under-Graduation

Course : B.E.(E.C.E)

College : Sri Ramakrishna Institute of Technology, Coimbatore.

Period : 2016 -2020

Cgpa : 6.51

Higher Secondary Education

Institution : Sri Lathangi Vidhya Mandir Matric Higher Secondary
School, Pollachi.

Period : 2016

Board: State Board

percentage : 82.33%

Secondary Education

Institution : Sri Lathangi Vidhya Mandir Matric Higher Secondary
School, Pollachi.

Period : 2014

Board : State Board

percentage : 88%

CERTIFICATION

- ❖ Certificate course on "Google Ads Search" Conducted by google skills.
- ❖ Certificate course on "Google Ads Display" Conducted by google skills.
- ❖ Attended Certificate course on "Electronic circuit design & analysis using OSCAD" Conducted by Sri Ramakrishna Institute of Technology from 18/8/2017 to 12/2/2018.
- ❖ Certificate course on "Google My Business " Conducted by google skills.
- ❖ Course completed on "DIGITAL MARKETING" in Proplus academy.

PROJECTS & WORKSHOP IN COLLEGE

- ❖ Project on "Automatic Alert to Safety Officers" Submitted to SIH 2019.
- ❖ Project on "Smart Traffic Lights using cctv" Submitted to SIH 2019.
- ❖ Project on "Calculator weight using Air Suspension" Submitted to SIH 2019.

- ❖ Attended Workshop on "PCB DESIGN" conducted by National Institute of Technology from 16/12/2017 to 19/12/2017.
- ❖ Attended Workshop on "CEG TECH FORUM" conducted by Anna University-Chennai from 31/1/2018 to 1/2/2018.
- ❖ Attended Inplant Training Conducted by the" BSNL MADURAI SSA" during the period from 11/12/2017 to 15/12/2017.

SKILLS

- ❖ BASIC C , C++ ,HTML
- ❖ SEO
- ❖ SMO
- ❖ GOOGLE ANALYTICS
- ❖ GOOGLE ADS
- ❖ SOCIAL MEDIA MARKETING
- ❖ EMAIL MARKETING
- ❖ WORDPRESS
- ❖ CANVA

EXPERIENCE

❖ **SEO ANALYST**

Tranxit Technology Solutions Private Limited

13/10/2022 to till Now

- ✓ Incorporated XML sitemaps, robots.txt files, and 301 redirects to facilitate Search engine crawling & indexing.
- ✓ Built backlinks from high DA sites to increase the traffic & pages ranking.
- ✓ Performed ongoing keywords discovery, expansion & optimization to increase organic search footprint & drive relevant site traffic.

❖ **SALES EXECUTIVE**

COGNITIVE ATOM PVT LTD

24/03/2021 to 08/06/2021

- ✓ Interacted with customers & Explained how to improve the business online. Give a solution to bring business online with your product.
- ✓ Here, I Improved my communication by connecting with new people & understanding the mindset new of people.

❖ **ASSOCIATE**

EBIZ.COM.PVT.LTD

I have managed 30 members on this platform. It was a network marketing company.

AREA OF INTEREST

- ❖ Digital Marketing
- ❖ Marketing
- ❖ Travel
- ❖ Managing people

LANGUAGES

Tamil, English, Malayalam

REFERENCE

Dr.H.Mangalam,
Head of Department (Electronics & Communication Engineering)
Sri Ramakrishna Institute of Technology, Coimbatore-10.

Ph.no : 9787812624

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.

Place : Chennai

S.Sivanesan

Date :