

ARUNKUMAR A

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PERSONAL DETAILS

Date of Birth : 13/01/1998  
Marital Status : Single

SKILLS

Team Handling  
Decision Making  
Creative strategies  
Brain Storming

INTERESTS

Human Behaviour  
Coding  
Graphic design

OBJECTIVE

I seek challenging opportunities where I can fully use my skills for the success of my organisation and to upgrade myself.

EDUCATION

Sahayamatha Matriculation	2015
12th	
Vels University	2018
BBA	
SRM UNIVERSITY	2020
MBA	

EXPERIENCE

Let's Use Digital/ Heeds	Sep - 2021 - Dec - 2022
Digital marketer	
Team Leader/Digital Marketer	
Digital Marketing, Content & Copy writing, Social Media Marketing, Search Engine Marketing, Performance Marketing, Keyword Analysis, Market Research, SEO (Initial stage) and Clients Handling	
KS Smart Solutions	Jan - 2023 -
Digital marketing strategist	
Branding, Copy writing, SMO, Paid Marketing, Performance Marketing, Keyword Analysis, Market Research & PR	

PROJECTS

Service oriented sites (Directory Websites)

By running paid marketing campaigns I've generating leads for the clients by form fillups and calls

Movie promotion

Involved in movie promotions to increase the footfalls by working out paid campaign and strategies both online & offline.

G Square properties Lead Generation

I have been working with the client iMerge business solutions, a vendor for the G-Square properties. I'll bring out the leads through social media platforms

CMDA ( Chennai Metropolitan Development Authority)

Here I take care of thier social media presence and running campaigns for the CMA vision form fill ups from the people of Tamilnadu. Moreover I work in strategies and branding for them.

ACHIEVEMENTS & AWARDS

One of the most efficient achievement that I tasted is for keywords and marketing strategy. I found a method for campaign keywords(PPC) to work by minimum budget.

Most appreciated movement is for having good follow up for customers by Re-Targeting.

#### **ADDITIONAL INFORMATION**

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I have always been a challenging guy in works and expects good results for my job.