

RAMKUMAR S

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SUMMARY

Motivated and creative Digital Marketing fresher with a strong foundation in SEO, Google Ads, social media marketing, and content creation. Completed certifications from innovel institute. Skilled in using tools like Canva, Google Analytics, and Mailchimp. Passionate about driving online engagement and brand growth through innovative and data-driven strategies. Ready to contribute to a dynamic team and grow in a fast-paced digital environment.

EDUCATION

2020 - 2024 BE/CSE	JP College Of Engineering / Anna University 7.25%
2019 - 2020 HSC	Punitha Arulappar Higher Secondary School,Avoodayanur. 60%
2017 - 2018 SSLC	Adsarsh vidyalaya Higher Secondary School,Kadayam.

SKILLS

Marketing Tools:

- Google Analytics, MailChimp,canva, Google AdWords, WordPress, Zoho CRM.

Data Visualization & Reporting Tools

- PowerBI, Excel.

Web Development:

- HTML/CSS , python(Basic),wordpress.

Digital marketing platform :

- SEO(on & off page SEO),SMM,E-mail marketing.

PROJECTS

crowdfunding:

- using with blockchain.

Enhanced noise suppression in gaming:

- By spectural subtraction algorithm

Social media marketing(SMM):

- In Meta Ads(Facebook,instagram).

Search Engine Optimization (SEO)

- Implemented keyword strategies that led to a 10% increase in Google rankings.

SOFT SKILLS

- Proficient in Google Analytics, AdWords, and SEO best practices.
 - Created a viral Facebook and Instagram ADS that got over 4.4k views and few coversation in a day.
 - Increased website traffic by 50% through SEO optimization.
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CERTIFICATE

- I had completed basic Python course in infrosys.
 - I had completed Digital Marketing course in innovel institute.
 - I had completed Data Analytics course in innovel institute.
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HOBBIES

- Cycling
 - Listening at music
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DECLARATION

- I hereby declare that the information provided above is true to the best of my knowledge and belief.

Your faithfully,
S.Ramkumar