

# SELVAMANI M

## DIGITAL MARKETING EXECUTIVE

### CONTACT

+91 9342282347  
selvamani444r@gmail.com  
Chennai,Tamilnadu

### EDUCATION

#### Bachelor Of Commerce

Alpha arts And Science college

2021 - 2024

62%

#### HSC

Porur boys school

2020 - 2022

74%

### TECHNICAL TOOLS

- Semrush
- Meta Ads
- Google Analytics
- Google Search Console
- Canva
- Google Ads
- Brevo
- Bing Webmaster
- Microsoft Clarity

### PROFILE SUMMARY

A results-driven SEO Executive with proven experience of hands-on experience in optimizing websites for search engines. Proficient in conducting keyword research, implementing on-page and off-page SEO strategies, and monitoring website performance using tools like Google Analytics and Search Console.

### EXPERIENCE

#### Chennai Animation College

Duration: [Dec - Feb]

#### Digital Marketing Executive

- Improving a website performance from 50% to 80% in SEO
- Created engaging content for blogs, social media, and email marketing.
- Meta Ads campaigns to drive high-quality traffic for Chennai Animation College.
- Social Media Strategist with expertise in creating engaging content and community building across platforms like Facebook, Instagram, LinkedIn, and Twitter.

### SKILLS

- SEO
- MS Office
- Social Media Marketing
- Keyword Research
- Google My Business
- On Page SEO
- Off Page SEO
- Email Marketing

### CERTIFICATIONS

#### Login360

Duration: [Aug - Nov]

Finished a digital marketing course in SEO, SEM, social media, and email marketing. Worked on off-page SEO tasks like building backlinks, submitting to directories, and sharing content to boost website visibility. Helped develop strategies to increase brand awareness and bring more organic traffic to Login360's websites.