

SELVAKINGSELIN

CONTACT

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Dindigul , Tamil Nadu

EDUCATION

Bachelor Of Commerce - CGPA - 7

**St.Joseph's College
(Autonomous) - Tiruchirappalli**

2021 -2024

KEY SKILLS

Google Analytics

SEO - Search Engine Optimization

Google Ads - Social Media Advertising

Ad Assets Creation

Email Marketing

Data Analytics Using Excel

Basic Web Development Knowledge(
HTML , CSS , JavaScript)

Ms Office (Word , Excel , Power Point)

SOFT SKILLS

Communication

Team Work

Time Management

Adaptability

LANGUAGES

Tamil

English

PROFILE

I am eager to share my academic knowledge with the digital marketing team and ready to start immediately. I'm enthusiastic about the opportunity to further develop my skills and gain more experience in this role. I believe I am a strong fit for this position and see it as a great chance to enhance my abilities.

WORK EXPERIENCE

Digital Marketing Internship

Extazee Software Solution

May, 2023

- Conducted keyword research and implemented SEO strategies to boost organic search rankings.
- Assisted in creating and managing social media and Google Ads, targeting specific demographics to increase engagement.
- Utilized Google Analytics to track and analyze key metrics, enhancing company performance.
- Analyzed marketing data in Excel to track key metrics and generate reports for campaign optimization.
- Collaborated with the marketing team to develop and execute email marketing campaigns.

PROJECTS

Impact of Social Media on General Election - 2024

- Undertaking a project to explore how social media influences public opinion and voter behavior in the 2024 general election.
- Designing a Google Sheet with a set of questions for respondents to gather relevant information.
- Collecting responses and storing data in Microsoft Excel.
- Analyzing the data to draw meaningful conclusions.

CERTIFICATIONS

- Google Fundamentals of Digital Marketing
- Semrush Get a Job In Digital Marketing (With no Experience)
- Semrush Digital Advertising 101 Certification
- HubSpot Digital Marketing Certification

INTERESTS

- Online Games
- Chess
- Cricket