

# SETHUSHREE PALANISAMY

DIGITAL MARKETING EXECUTIVE

## CONTACT



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Coimbatore, India.

## SKILLS

- Social Media Management
- Keyword Analysis
- SEO
- Facebook & Instagram Ads
- Wordpress
- Keyword Ranking

## TOOLS

- Canva
- Google Keyword Planner
- Google Search Console
- Ahrefs
- Google Analytics
- Simplifiedtool

## LANGUAGES

- English
- Tamil
- Kannada

## HOBBIES

- Designing
- Silk Threaded Items
- Stitching
- Reading Digital Marketing Trends



## OBJECTIVE

A creative digital marketing professional focused on Facebook and Instagram campaigns, social media strategy, and SEO optimization. Looking to enhance brand visibility and drive online growth within a progressive organization.



## EDUCATIONS

### UNDER GRADUATE (INFORMATION TECHNOLOGY)

KG College of Arts and Science (72%)

06/2018 - 04/2021

Coimbatore

### POST GRADUATE (COMPUTER SCIENCE)

KG College of Arts and Science (89%)

06/2021 - 04/2023



## INTERNSHIP(3 MONTHS)

Coimbatore

### Digital Marketing Intern – (Aug 2023 – Nov 2023)

Supported Facebook and Instagram campaigns, content creation, and local SEO, while gaining valuable experience in SEO and social media management.



## EXPERIENCE

### Digital Marketing

#### Honey Iconics – (Nov 2023 – Dec 2024)

Coimbatore

- Managed Social Media campaigns for multiple clients.
- Implemented SEO strategies to improve website rankings and traffic.
- I created a social media poster creatively using Canva.
- Planned and executed result-based campaigns (Meta Ads).

#### Virtual Softech – (Jan 2025 – Present)

Coimbatore

- Managing client social media accounts (Facebook, Instagram, LinkedIn).
- Handling Meta Ads & Google Ads campaigns with ROI-focused strategies.
- Leading a small team for campaign execution and reporting.
- SEO activities: keyword research, on-page & off-page optimization, and performance tracking.



## CERTIFICATIONS

Certified in Facebook Marketing and advertising (2025)  
-Simplilearn

Certified in SEO (2025)  
-HubSpot Academy

Certified in SEO Traffic With WordPress (2025)  
-Coursera



## ACHIEVEMENT

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Proficiency Academics (2021)  
*KG College of Arts and Science (88%)*



## SEO PROJECT

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### **Peveeta MetaSmith (<https://www.peveeta.com/>)**

- Increased organic traffic by 65% in 3 months.
- Ranked 10 keywords on Google Page 1.
- Tools: Google Search Console, SEMrush, Ahrefs.
- Ex Keywords: Steel door manufacturing in coimbatore.

### **MM BuildtechSolution (<https://mmbuildtech.com/>)**

- Increased organic traffic by 70% in 4 months.
- Ranked 10 keywords on Google Page 1.
- Tools: Google Search Console, SEMrush, Ahrefs.
- Ex Keywords: UPVC Windows Manufacturers in Coimbatore.

### **MPV Chits (<https://mpvchitfunds.com/>)**

- Ranked 10 keywords on Google Page 2.
- Tools: Google Search Console, SEMrush, Ahrefs.
- Ex Keywords: Chit funds in Coimbatore.

### **VictoryTech (<https://victoryinstitution.com/>)**

- Ranked 10 keywords on Google Page 2.
- Tools: Google Search Console, SEMrush, Ahrefs.
- Ex Keywords: BIM training institute Coimbatore.