

# SHIYAM SUNDAR S

Digital marketer and Business Analyst

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## Objective

Dynamic and results-driven Digital Marketer and Business Analyst with experience in SEO, graphic design, market research, and customer analysis. Eager to leverage skills in digital marketing, website analysis, and data-driven decision-making to enhance customer engagement and optimize business operations.

## Education

<b>B. S. Abdur Rahman Crescent Institute of Science and Technology</b>	<b>2022-2024</b>
<i>Master of Business Administration</i>	Vandalur, Chennai
<b>SRM Institute of Science and Technology</b>	<b>2019-2022</b>
<i>Bachelor of Commerce</i>	Kattankulathur, Chennai
<b>Thriveni Academy CBSE Senior Secondary School</b>	Chengalpattu
<i>HSLC</i>	<b>2019</b>
<i>SSLC</i>	<b>2017</b>

## Skills

Digital Marketing: SEO, social media marketing, lead generation, content creation  
Business Analysis: Market research, data analysis, strategic recommendations

## Internship Experience

<b>THE INDUS VALLEY</b>	<b>July – October 2024</b>
<i>Graphic Designing Intern</i>	Ekkaduthangal

- Designed promotional posters and banners for the company's product line, focusing on clear communication and brand consistency.
- Gained strong proficiency in Adobe Photoshop and effectively applied design principles in real-world projects.
- Utilized Canva and Adobe Illustrator for creating various marketing materials, ensuring a balance of creativity and functionality.
- Collaborated with the marketing team to meet design objectives and maintain a cohesive brand image. Developed time management and multitasking skills by handling multiple projects within tight deadlines.

<b>ALLSEC TECHNOLOGIES PVT LTD</b>	<b>July – August 2023</b>
<i>Human Resources Intern</i>	Velachery, Chennai

- Candidate Registration & Coordination:** Collected and managed candidate registrations, scheduled and coordinated interviews with senior HR personnel, ensuring smooth and timely interview processes.
- Document Collection & Onboarding:** Oversaw the collection of necessary candidate documents and facilitated the onboarding process for new hires, ensuring compliance with company policies and procedures.
- Talent Sourcing:** Engaged with potential candidates through Naukri, LinkedIn, and other platforms, effectively communicating job opportunities and requirements.
- Follow-Up & Candidate Engagement:** Conducted follow-up communications with candidates to confirm their joining status, addressing any queries and concerns to ensure a high candidate conversion rate.

## Projects

### Infosys Website Analysis

August 2024

- Conducted a detailed SEO audit of the GOFRUGAL website, identifying opportunities for improving organic traffic.
- Implemented optimization strategies including keyword analysis, on-page SEO, and backlink building to drive traffic growth.
- Achieved measurable improvements in search engine rankings and organic traffic metrics.

### Infosys Website Analysis

September 2024

- Conducted a comprehensive audit of the Infosys website, identifying areas for improved user experience and conversion optimization.
- Created a landing page design focused on lead generation, using Canva for layout and graphic elements.

### Customer Sentiment Analysis for Myntra

September 2024

- Analyzed customer feedback on various platforms to determine market trends and brand perception in the e-commerce fashion domain.
- Provided strategic recommendations to enhance customer satisfaction and loyalty.

### Consumer preference on MRF Tyres

April 2022

- Market Research: Conducted surveys to evaluate consumer preferences for MRF Tyres, gathering data from a broad demographic.
- Data Analysis: Analyzed and interpreted data to identify trends and insights on consumer behavior and satisfaction.
- Strategic Recommendations: Presented findings and recommendations to improve MRF Tyres' market positioning and consumer appeal.

### A study on Tailoring Service: Customers' perception and preference

May 2024

- Conducted comprehensive surveys and focus groups to gather data on customer perceptions and preferences in tailoring services.
- Analyzed quantitative and qualitative data using SPSS and Excel to identify key trends and insights.
- Developed actionable recommendations for tailoring service providers to enhance customer satisfaction and service quality.
- Presented findings to academic peers and industry professionals, receiving recognition for practical applicability.

## Technical skills

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Microsoft tools	: MS Excel, MS Word and MS PowerPoint Presentation.
Designing tools	: Canva, Photoshop and Adobe Spark.
Language tools	: R-programming, SQL (basic)
Visualization tools	: Tableau and PowerBi
Web Development	: XAMPP with WordPress (Intermediate): Familiar with setting up local servers, WordPress, and basic website customization and management.

## Extracurricular for Organizing events

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| Sports Event: Kho-Kho Open Tournament    | February 2021 |
| College Event: College Level IPL Auction | November 2023 |
| Intercollege IPL Auction                 | April 2024    |