

SIVA SHANMUGAM

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B-3, Palson Apartments, saligramam.

SUMMARY

Dynamic and results-driven entrepreneur with a strong background in digital media marketing, AI development, and ERP solutions. Founder & CEO of Siva Info Tech, recognized with multiple awards for startup leadership and entrepreneurship. Experienced in client relations, business development, and tech innovation, successfully managing a diverse team of freelancers and expanding operations internationally. Passionate about empowering first-generation entrepreneurs and improving student research opportunities. Adept at public speaking, hosting shows, and career guidance, with a growing influence on social media (15K+ followers on Instagram). Always eager to leverage technology and business strategy to drive impactful solutions.

WORK EXPERIENCE

SENIOR DIGITAL HEAD

JUNE 2024 - DEC 2024

HALL MARK, TIME TO TREND Youtube channel

- Implemented cost-effective solutions, resulting in a 20% reduction in project expenses.
- Streamlined project workflows, enhancing overall efficiency by 25%.
- Led a team in successfully delivering a complex engineering project on time and within allocated budget.

JUNIOR DIGITAL TECHNICAL HEAD

JAN 2024 - JUN 2024

HALL MARK, TIME TO TREND Youtube channel

- Managed project timelines, reducing delivery times by 30%.
- Spearheaded the adoption of Digital marketing, improving project accuracy by 15%.
- Collaborated with cross-functional teams, enhancing project success rates by 10%.

BUSINESS DEVELOPMENT ASSOCIATE

JUN 2023 - DEC 2023

Byjus think and learn private limited

- Coordinated project tasks, ensuring adherence to engineering standards and regulations.
- Conducted comprehensive project analyses, identifying and rectifying discrepancies in engineering designs.

STARTUP

CHIEF EXECUTIVE OFFICER & FOUNDER, MD

SIT - DIGITAL MARKETING AGENCY

JAN 2024 - DEC 2024

- Setting the overall strategic vision, managing client relationships, overseeing the agency's operations, ensuring profitable growth, staying abreast of industry trends, and leading the team to deliver successful digital marketing campaigns across various channels, all while maintaining a strong focus on client satisfaction and revenue generation

EDUCATION

May 2019 - May 2023

Bachelor of Engineering -ECE(8.23 CGPA)

Adhiparasakthi engineering college

- Specialization in Advanced Telecommunication.
- Thesis on "Innovations in Sustainable Engineering Practices".

HSC - 77%

Kamaraj matriculation higher secondary school

SSLC - 88%

Thillai matriculation school

PROJECTS

- VGP singing ARIUV (tvk lycrist)concert conducted by 60 lakhs of investment and on new year 2025.
- 3 Modelling events conducted as single person.
- LETHIA CARES Digital promotions.
- VSP Safety shoes web development.
- MUSICA CURA BAND EVENT show coordinator on citi centre.
- ZONU Cares and ZONU Fashion Handling Digital marketing .
- korean girl web series as assitant director.

SKILLS

- Search Engine Optimization (SEO)
- PPC (Pay Per Click).
- Telecalling.
- Communication skill.
- Web development.
- Recruitment.
- Budget planing.
- IT support.
- Implementation.
- buisness Administartion.
- Affiliate marketing.
- Relationship management.
- video editing.
- graphic designing.
- ERP software.
- CRM software.
- CMS System.
- Team Handling.
- Analysing.
- Lead generation.
- META ads, google ads.
- Problem solving.
- Influencer marketing.
- sales & marketing.
- Anchor.
- Content creation.
- Client management.
- Event organizer.
- Affiliate marketing.
- content creator.
- sales pitch trainer.
- soft skill training.
- Digital marketing.
- chief operations.
- Quality Analyst
- Manual testing

ADDITIONAL INFORMATION

- 150 + Influencer contacts
- 7 production support affiliate marketing
- 15 + youtube channel contacts
- 20 + memes pages supprotos
- lead out source
- 10 events management
- 15k followers on own id @sivashanmugam.official

PERSONAL INFORMATION

- **D.O.B** : 06.08.2002
- **AGE** : 23
- **FATHER NAME** : Kandan M

HOBBIES

- Playing cricket
- Bike rider
- spiritual social service

AWARDS

- Digital super star of 234 region of TN
 - Best start up entrepreneur of tamil nadhu 2024
 - chief guest of starlight of tamil nadhu 2024
 - chief guest of women entrepreneur awards 2025 by rockfort radio
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