

Shaantha Krishnaa C V

Ranipet, Tamil Nadu | shaanthakrishnaa@email.com | +91-9751407255
linkedin.com/in/shaantha-krishnaa

Professional Summary

Enthusiastic and detail-oriented Digital Marketing professional certified by GUVI, transitioning from a strong background in quality control and client handling within the publishing and automotive sectors. Adept at SEO, analytics, ad management, and creative design. Passionate about driving brand visibility and performance through data-driven marketing strategies.

Core Skills & Marketing Technologies

Digital Marketing Tools:

- Google Analytics | Google Ads | Meta Business Suite
- Canva | Ubersuggest | WordPress (basic)
- Technical SEO (On-page, site audit, indexing)
- Keyword Research | Campaign Optimization | Email Campaigns

Other Technical Skills:

- Adobe Acrobat Pro | Adobe InDesign (cover creation)
- MS Excel, Word | PDF & Print production
- Team Leadership | Client Communication
- Quality Inspection & Reporting | Documentation Management

Professional Experience

- 1. Quality Assurance & Quality Control (QA/QC)**
 - Ensured 200% quality output in publishing and automotive production setups.
- 2. Client Communication & Email Handling**
 - Handled end-to-end mail queries, client feedback, and process updates professionally.
- 3. Adobe Acrobat Pro & PDF Editing**
 - Skilled in text PDF correction, validation, and final file formatting for publishing.
- 4. Adobe InDesign (Cover Creation)**
 - Created and modified book covers and publishing layouts to client specifications.
- 5. Print-on-Demand (POD) Setup & Final QA Process**
 - Managed the last stage of the print publishing pipeline, ensuring readiness for production.
- 6. Production Planning & Control (PPC)**
 - Developed shift plans, managed engine assembly schedules, and coordinated with suppliers.

7. **Team Management & Leadership**
 - Supervised a 5-member team and maintained coordination for delivery quality and deadlines.
8. **Process Validation & Documentation**
 - Used SRK, PPAP, FMEA, and QRQC tools in vehicle assembly and product validation.
9. **Material Selection & Parts Inspection**
 - Experience in part quality verification for NVH components and engine parts.
10. **Kaizen Implementation & Problem Solving**
 - Developed innovative solutions to reduce rework time and improve inspection accuracy.

Education

B.E. Mechanical Engineering

Global Institute of Engineering & Technology, Vellore | Mar 2018

CGPA: 7.89

Projects:

- Friction Stir Welding of AA2024 & AA6061 – structural and SEM/EDAX analysis
- Conveyor Design for SMEs – kinematic linkage cost-reduction project

Certifications

- Digital Marketing – GUVI (July 2024 – Nov 2024)

Modules: SEO, SEM, Social Media, Email Marketing, Google Tools

Achievements & Projects

- Reduced scratch-related rework time by 97% at PDI stage using protective material innovation
- Developed rear mudguard gauge for tolerance check – implemented in final inspection
- Optimized final vehicle quality inspection time through strategic systemization
- Trained at Mitsubishi Heavy Industries & BHEL – learned industrial quality tools and precision control

Languages

Tamil: Native | English: Advanced (C1) | Hindi: Intermediate (B1)

Interests

Travel | Photography | Social Work | Hill Walking | Gardening