SREENANDANA V PAVITHRAN

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ABOUT ME

M.Sc. graduate with strong analytical and research skills, currently pursuing a Digital Marketing course. Knowledgeable in SEO, keyword research, on-page optimization, and basic SEO techniques. Seeking an entry-level opportunity to apply skills and grow in a dynamic environment.

WORK EXPERIENCE

MMNC - Trivandrum

System Management & Receptionist   06/2023 - 10/2023

EDUCATION

Oxdu Integrated Media School - Kozhikode

Digital Marketing - Full-time   07/2025 - Present

M.Sc. Computer Science

Pondicherry Central University - Kalapet   GPA : 8.22   07/2019 - 11/2021

B.Sc. Computer Science

College of Applied Science, IHRD - Nadapuram   GPA : 69%   07/2016 - 11/2019

PROJECTS

Thoolika Jewellers : https://thoolika.rf.gd/

- Thoolika is a jewellery store offering categories such as necklaces, earrings, rings, bracelets, and anklets. Jewellery for men, women, and kids is also available.
- Created and managed **WordPress** website - Used Pluggins : Elementor, WP Forms, WooCommerce and WP Header & Footer.
- Implemented **SEO**, **Google Search Ad** and **Meta Ad** - Lead Campaign.

Aksharam - Bookstore Ecommerce Website

- Developed and customized a **Shopify** website, managing products, collections and theme customization.

SKILLS

- Social Media Marketing - Meta Ads, Content Creation (**Canva**)
- **SEO** (Search Engine optimization): Keyword Research, On-page Optimization, Off-page Optimization
- **SEM** (Search Engine Marketing)
- **WordPress** (Basic): Managing Website content, Customizing Themes, Using SEO Plugins (Yoast), Elementor , WP Forms , WP Header and Footer , WooCommerce.
- **Shopify** - e-commerce platform
- Frontend Technologies: **CSS, HTML5, JavaScript, Bootstrap, Figma**