



PROFESSIONAL EXPERIENCE

Digital Marketing Intern, Hakuna Matata Solutions Pvt. Ltd., Online	Sep 2022 - Nov 2022
<ul style="list-style-type: none">Successfully increased the page ranking from “Not ranked” to “Rank 3” for the Enterprise Application Development keywordPractically learned On page SEO and Off page SEO techniques such as Social Bookmarking, Blog Commenting, Directory Listing, Forum Posting, Profile Creation, Classifieds, etcGained knowledge about the Semrush tool and used it for choosing a right keyword and downloading competitor backlink data	

EDUCATION

Year	Degree	Institute	Percentage
2017 - 21	Bachelor In Petroleum Engineering And Technology	Anna University, Chennai	74.60%
2015 - 17	12th Grade, Tamil Nadu State Board	Laurel Higher Secondary Board, Pattukkottai	93.08%
2014 - 15	10th Grade, Tamil Nadu State Board	Laurel Higher Secondary Board, Pattukkottai	97.20%

DIGITAL MARKETING COURSE

The Marketing Launchpad, Kraftshala, Online	Jan 2022 - May 2022
<ul style="list-style-type: none">Selected as a part of a batch of 200+ students from all over India for The Marketing LaunchpadCompleted ~600 hours of training across 12 weeks (10 hours/day)Modules completed: Marketing Basics, Search Engine Optimization, Facebook Ads BasicsSEO Project: Worked on the On-page, Off-page, Tech SEO audit for a conversations aptitude test platform for engineers (ADAFACE)	

POSITIONS OF RESPONSIBILITY

Cricket Team Captain, Alagappa College Of Technology, Chennai	Jan 2020 - Mar 2021
<ul style="list-style-type: none">Headed the 15 players cricket team for more than one yearQualified for the semi finals first time in the zonal tournament	
Secretary, National Sports Organization, Anna University, Chennai	Feb 2021 - Mar 2021
<ul style="list-style-type: none">Successfully organized zonal tournament for all games while acting as the Sports Secretary	

CERTIFICATIONS

Google Analytics For Beginners, Google Analytics Academy, Online	May 2022
<ul style="list-style-type: none">Successfully scored more than 80% marks and received a certificate in “Google Analytics For Beginners” by Analytics academy	
Google Ads Search Certification, Google Skillshop Academy, Online	Jun 2022
<ul style="list-style-type: none">Successfully scored more than 80% marks and received a certificate in “Google Ads Search Certification” by Skillshop	
Google Ads Display Certification, Google Skillshop Academy, Online	Jun 2022
<ul style="list-style-type: none">Successfully scored more than 80% marks and received a certificate in “Google Ads Display Certification” by Skillshop	
SEO Fundamentals Exam, Semrush Academy, Online	Mar 2022
<ul style="list-style-type: none">Successfully scored more than 70% marks and received a certificate in “SEO Fundamentals Exam” by Semrush academy	
First Rank Holder, Brilliant Matriculation School, Muthupettai	Mar 2009 - Apr 2010
<ul style="list-style-type: none">Ranked first in all the examinations that were held in that academic year	

PROJECT

Production of Ethanol Amine, Alagappa College Of Technology, Chennai	Jan 2021 - May 2021
<ul style="list-style-type: none">Successfully achieved the result in the project of production of Ethanol Amine in lower cost compared to the industry standards	

EXTRACURRICULARS

Zonal Chess Competition, Pattukkottai Boys Higher Secondary Board, Pattukkottai	Apr 2014
<ul style="list-style-type: none">Ranked 4th place after competing with more than 200 students in the zonal chess competition	
Rupai Guinness Record, Rotaract Club Of AC Tech-Anna University, Chennai	Mar 2018
<ul style="list-style-type: none">Participated and received a certificate for a guinness world record by making world’s largest human currency symbol	
College Cultural Competition, Alagappa College Of Technology, Chennai	Feb 2020
<ul style="list-style-type: none">Won the competition called “Varthayodu Vilayadu” - Tamil word game by competing with more than 25 students	
Alertathon-Marathon, Rotaract Club Of AC Tech-Anna University, Chennai	Dec 2017
<ul style="list-style-type: none">Successfully completed the 12 km marathon and received a certificate from the Rotaract Club of AC Tech	

OTHER INTEREST

Story Writing
<ul style="list-style-type: none">Strong affinity for story writing, and non linear and hyperlink story writing