

Name: MARIMUTHU S

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Address | 3/974, Muthu Ramalinga Nagar, Virudhunagar - 626001

PROFESSIONAL SUMMARY

Highly analytical and process-oriented digital analyst with in-depth knowledge of Digital marketing; Coordinating team members and giving ideology for promote website, Android Applications, Social media platforms; and Handling all the Digital analyst tools for push to Satisfied Organization data in timely; and Personally to be part of a reputed organization which provides a steady career growth along with job satisfaction, challenges and give value contribution in the success of the organization.

WORK EXPERIENCE

1. Aug 13th 2019 to Apr 28th 2022–**Operating Engineer at Mando Automotive India Private limited**, Chennai.
2. May 16th 2022 to till now – **Campaign Manager at I-Weave Solutions private Limited**, Bangalore.

CORE COMPETENCIES

- ✓ Search Engine Marketing
- ✓ Search Engine Optimization
- ✓ Social Media Marketing
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ YouTube Marketing

TOOLS

- | | |
|-------------------------|---------------------|
| ✓ Google My business | ✓ Facebook Pixel |
| ✓ Google Analytics | ✓ SEMrush |
| ✓ Google search Console | ✓ Mail Chimp |
| ✓ Google AdWords | ✓ Canva |
| ✓ Google Tag Manager | ✓ Microsoft Clarity |

ROLES AND RESPONSIBILITIES OF MY SKILLS

- ✓ Focus to develop, Manage, and Implementation in Word press CMS websites.
- ✓ Analyzing client requirement based keyword through **Google keyword Planner**.
- ✓ Improving keyword ranking position using ahref tool and Google Sheet.
- ✓ Check out the competitor analysis by online tools.
- ✓ Handles the such online tools like SEO optimizer, SEO site checker, Neil Patel.
- ✓ Focusing on the off-page optimization, in **SEO**.
- ✓ Capture the valuable backlinks for webpage and improves the traffic.
- ✓ Done the blog commenting and article post in various platform.
- ✓ Improves the Paid search advertising and Organic traffic.
- ✓ Involved the various executions in social media, SEO and SEM to improves the traffic to our websites.
- ✓ The major task to run the Campaigns in AdWords and Facebook, then maintaining the Budgets.
- ✓ Marketing through Email by using **Mail chimp**.
- ✓ Handles the remarketing platforms like **Google Ads** and **Social media Marketing**.
- ✓ Analyzing the website traffic source by **Google analytics, Google search console, Google tag Manager** and **Microsoft clarity**.

AWARDS AND RECOGNITION

- ✓ Won a Second prize in the event “ZERO BAD CAMPAIGN” Conducted by Mando Automotive India Private Limited.
- ✓ Won a Fifth Prize in the Event “MS EXCEL” Conducted by Mando Automotive India Private Limited .

INTERNSHIP & WORKSHOPS

- ✓ Privacy Policy Inference of User Uploaded Images on Content Sharing Sites, at Falcon Square in Jan3rd – Apr 3rd 2020).
- ✓ KARE - Attend a Guest Lecture on Journey to Cloud.
- ✓ KARE - Attend a guest Lecture on Cracking IT Interview.
- ✓ KARE - Attend a Guest Lecture on Internet of Things.
- ✓ KARE - Attend a Guest Lecture on Essentials of Out of the Box thinking.
- ✓ KARE – Attend a Guest Lecture on Personality and Career Development.

ACADEMICS

- ✓ **Diploma in Electrical & Electronics Engineering** Passed in First Class from VSVN Polytechnic College at Virudhunagar in 2018 with Aggregate 84.4%.
- ✓ **+2[HSC]** Passed in First Class, 72% from KVS Hr. Sec School Virudhunagar in May 2016.
- ✓ **10th [SSLC]** Passed with of 92.2% from KVS Hr. Sec School at Virudhunagar in May 2014.

PERSONAL DETAILS

- ✓ Father's name : G.SELVARAJ
- ✓ Mother's name : S.MARIYAMMAL
- ✓ DOB : 04-06-1999
- ✓ Gender : Male
- ✓ Language known : Tamil, English,
- ✓ Hobbies : Travelling, Cricket

Declaration

I hereby declare that all the statements made in this application are true to the best of my Knowledge and believe.

Place:

Date:

(MARIMUTHU S)