

# Neethish Kishore S S

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## EDUCATION:

Alagappa University, Karaikudi, India  
MBA (Five Years Integrated) in Marketing

May 2023

## SKILLS:

Marketing	SEO, Search Engine Marketing, Social Media Marketing, Email Marketing, Google Analytics
Programming	Python (Pandas, NumPy), HTML, SQL
Visualization	Tableau, Power BI, Excel Charts, Jupyter Notebook (Matplotlib, Seaborn)
Database	MySQL
Others	WordPress, PowerPoint, Word, Google Sheets, Canva, Figma, Mailchimp

## CERTIFICATIONS & TRAININGS:

Internshala Digital Marketing Training <a href="#">Certificate</a>   <a href="#">Project</a>	Jan 2024
Tandem Institute Of Networking Technology Digital Marketing Course <a href="#">Certificate</a>	Jun 2017

## PROJECT EXPERIENCE:

**Search Engine Optimization (SEO) – (Keyword Research, On-Page SEO, Off-Page SEO, Local SEO, Mobile SEO)** Dec 2023  
[Website \(On-Page SEO\)](#) | [\(Local SEO\)](#) | [\(Off-Page SEO\)](#)

- Spearheaded comprehensive keyword research, strategically infusing the website's content with optimized keywords, significantly elevating its visibility and relevance in search engine rankings.
- Executed a meticulous On-Page SEO overhaul, fine tuning meta tags and header tags to enhance the website's structural integrity, user experience, and overall performance in search engine results.
- Orchestrated a multifaceted SEO campaign, encompassing local SEO tactics, proficient backlink building (both internal and external), and proactive web submission on google search console. Monitored project success through Google Analytics, ensuring continuous improvement in online presence. Additionally, crafted essential components such as sitemap.xml and robot.txt for enhanced search engine accessibility.

**Search Engine Marketing (SEM) – (Google Ads)** Nov 2023  
[Project](#)

- In a strategic leadership role, successfully initiated and managed a Google Ads Pay Per Click (PPC) campaign for a clothing shop, achieving optimal results through a thoughtfully executed and budget conscious approach.
- Demonstrated expertise in campaign management by balancing cost effectiveness and high impression rates, contributing to the overall success of the online advertising initiative for the clothing shop.

**Social Media Marketing (SEM) – (Facebook, Instagram, LinkedIn, Twitter, YouTube)** Oct 2023  
[Facebook](#) | [Instagram](#)

- Innovatively curated dynamic Facebook and Instagram posts for a clothing shop, enhancing their effectiveness through strategic organic growth methods, including targeted hashtag usage and compelling titles.
- Leveraged advanced creative design tools such as Canva and Figma to skillfully craft visually appealing posters, contributing significantly to increased engagement and organic reach on social media platforms.

**Content Writing – (Blog)** Sep 2023  
[Website](#)

- Pioneered the development of a blog focused on Indian tourism, strategically selecting low competition keywords with high search engine volume to optimize visibility and reach for a captivating online presence.
- Exemplified a steadfast commitment to SEO friendly content writing, ensuring that the blog's articles were carefully crafted to enhance both user experience and search engine rankings, thereby fostering an engaging and informative platform.

**Email Marketing – (Mailchimp)** Aug 2023  
[Project](#)

- Implemented an email marketing initiative utilizing Mailchimp, skillfully designing and managing newsletters to collect customer emails and disseminate timely updates and exclusive offers.
- Established an effective communication channel by creating and maintaining an engaging email newsletter, fostering customer engagement and promoting the latest offers for increased brand awareness.