



## About Me

As a digital marketer with a deep understanding of the latest digital trends and technologies, I can identify targeted audiences, create compelling content, and optimize campaigns across various digital platforms.



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## EXPERTISE

- Meta Ads
- Google Ads
- Bing ads
- LinkedIn Ads
- Taboola
- MS excel

## CERTIFICATION

- Bing Ads
- Google Search Ads
- Google Display Ads
- Google Video Ads
- Google Shopping Ads

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## DIGITAL MARKETING ENTHUSIAST

### INTERNSHIP

#### Digital Academy 360 - (2022-2023) - 6 Months

Worked as **Digital Marketing Intern** where I handled many live projects for Harvest International school, Delhi Public School, and Vow28. , social orange and JRHousing

### EXPERIENCE

#### TTK Prestige -( May 2022 - July 2022)

Worked as a territory Sales Officer where I handled 15 franchises in Tamil Nadu and organized camp activities and launched new showrooms.

#### ODIGMA CONSULTANCY - Bangalore

##### SEM Analyst - ( May 2024 - Present )

As an SEM Analyst, I managed and optimized SEM campaigns to boost visibility, drive traffic, and enhance ROI through data analysis and strategic adjustments.

Clients - Kural on ,Theme Ambience Group, Phronetic AI, NRAI

#### INMOBI - Bangalore ( on site Client)

##### Arbitrage

I have created and optimized campaigns, including bucketing strategies, for various search feed providers such as **Domain Active, Tonic, and RSOC.**

### EDUCATION

Digital Academy 360 - Bangalore

#### PGP In Digital Marketing

2022-2023

St. Joseph's Institute of Management ( JIM)

#### MBA ( Marketing)

2020-2022

St . joseph 's college

#### Bachelor of Arts (English)

2017 -2020