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Location	Chennai, India	Date of Birth	15.11.1984 {40 Years}

Branding & Digital Marketing Strategist

(Branding, Digital Marketing Strategist, Project Coordinator & Creative Designer)

Summary

As a seasoned Branding and Digital Marketing Strategist, with over 18 years of diverse experience in Social & healthcare branding, digital marketing, project coordination, and creative design.

Currently serving as the Manager, MarComms at Bhumi, with expertise in crafting impactful branding strategies, driving successful marketing campaigns, and fostering strong client relationships. With a rich background in digital marketing, including SEO, SMM, and content creation, excels at elevating brand visibility and engagement across multiple platforms. Always it is better to give answers in "WORK".

Experience Summary

- ☐ Overall over 18 Years of Working Experience.
- ☐ A dynamic professional with more than **13 + Years** in **Branding, Digital Marketing (SEO, SMM, Internet Marketing etc.,) Project Coordination and Designing.**
- ☐ **Over 6 years** of rich experience in Sales, Marketing and Customer Service.
- ☐ Adroit at swiftly ramping up projects with competent cross-functional skills & ensuring on time deliverable.
- ☐ Skilled at handling multiple tasks and projects simultaneously in challenging environments with excellent relationship management skills and the ability to relate to people at any level of business and management.
- ☐ Keeping up to date with new software, post-production techniques & industry trends.

Professional Experience

- Working as **Manager (Marketing and Communications)** at **Bhumi NGO**, Chennai from May'2022
- Worked as Junior Manager Visual Amazement (Brand Ambassador) at **Dr. Mehta's Hospitals, Chennai** from Jan'2018 - April' 2022
- Worked as Business Development Executive (Designer, Digital Marketing Analyst & Project Coordinator) at **"Chisel Technologies"**, Chennai from April' 2010 - Dec' 2017
- Worked as Senior Executive (Floor In charge) at **"Sify Technologies"**, Tidel Park, Chennai from Sep'08-Mar'10
- Worked as Customer Care Agent and Shift in Charge with Adecco India at **"Aircel Cellular Ltd"**, Spencer Plaza, Chennai from Jan'07-Jul'08
- Worked as Sales Executive and Marketing Coordinator with Eclat Management Associates Limited for **"Citi Financial and Reliance Infocomm"**, Chennai from Aug'03-Oct'06

Technical Summary

SEO / SMM	Google Analytics, Google Developer Tools, SEM Rush, Screaming Frog, Meta Business
Designing	Corel Draw, Adobe Photoshop, Adobe Illustrator, Canva
Web Design & Development / CMS	HTML & CSS, Wordpress, File Zilla
Video Editing	Filmora, Sound Forge, Canva

Skills Set

Business Development

- ☐ **Search Engine Optimization** and **Digital Marketing** to get engage new current trends.
- ☐ **Preparation of Presentations.**
- ☐ **Handled Client** regarding the corrections and Customization of Website.

Digital Marketing

- ☐ SEO, Article Marketing, Press Releases, Blog Writing, Blog Commenting, Directory Submission, Link Building, Link Exchange, Forum Posting, Ad Posting, Social Networking, Social Bookmarking, Keyword Research, Social Media Marketing, Twitter, Search Engine Submission, RSS, Keyword Analysis, Facebook, Web Analytics, Google Analytics, SEM, On/Off Page Optimization, SMO, YouTube, Email Marketing, Traffic Generation, Online Advertising, Google Website Optimizer, Blogging, Organic Search, Search Engine Positioning, Blog Marketing, Website Promotion, Local Search Analytics, Search Engine Technology, HTML Promotions, Google Webmaster Tools, Content Writing, Google Maps, Search Analysis, Communications Audits

Designing and Development

- ☐ Design and Develop a web page in Table and DIV method with the help of CSS.
- ☐ Customization of Responsive Templates, Wordpress CMS.
- ☐ Mobile Application Designing: App Layout, Landing Page, Icons etc.,
- ☐ Web Media Designing: Web Layout, Newsletters, Banners/Sliders, Gallery Images.
- ☐ Print Media Designing: Logos, Business Cards, Letter Heads, Brochure, Literature, Pamphlet, Envelopes, Id Cards, Invitations, Greeting Cards, Book Covers, Stickers, Labels, Magazines, Folders, Calendars, Certificates, Catalogues, Dangers, Menus, Tags, Posters, Banners etc.,

Education

B.B.A - Bachelor of Business Administration from University of Madras in 2005 - 2008

D.CBT - Diploma in Computer Based Technology from CSC Softview in 2010

DCA -Diploma in Computer Application from IICS in 2000