





MAHESH KUMAR.M

DIGITAL MARKETING

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SKILLS

- Search Engine Optimization (SEO):** Keyword research, on-page optimization, link building
- Social Media Marketing:** Platform management (e.g., Facebook, Twitter, LinkedIn), audience engagement, analytics
- Email Marketing:** Campaign creation, automation, segmentation, A/B testing
- PPC Advertising:** Google Ads, Facebook Ads, budget management, targeting
- Marketing Automation:** Tools like HubSpot, Marketo, or Mailchimp for automating marketing processes
- Digital Advertising:** Display advertising, retargeting, ad copywriting
- Content Management Systems (CMS):** WordPress, Shopify, Magento
- Graphic Design:** Basic knowledge of design tools like Canva or Adobe Photoshop for creating visuals
- web Design:** html css and javascript & Recat

EDUCATION

BACHELOR OF ENGINEERING

Info institute of engineering of coimbatore
BE Electrical and electronics engineering
2018 - 2022

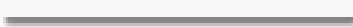
HSC

S.M.S.S Government boys hsc school
sengottai
2018 - 2016

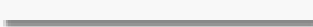
SSLC

S.M.S.S Government boys hsc school
sengottai
2015 - 2016

LANGUAGES

TAMIL 

ENGLISH 

KANADAM 

PROFILE

Dynamic and results-oriented digital marketing and executing innovative strategies to drive brand awareness, engagement, and conversions. Proficient in leveraging various digital platforms, including social media, SEO, SEM, email marketing, and content creation, to meet and exceed business objectives. Adept at analyzing data metrics to optimize campaigns and enhance ROI. Proven track record of successfully managing cross-functional teams and collaborating with stakeholders to deliver impactful marketing initiatives. Passionate about staying abreast of industry trends and implementing cutting-edge techniques to stay ahead of the competition.

PROJECTS

SOFTWARE DEVELOPER

- College management based of GUI application using TKINTER with MYSQL deigned a web application for collage student to needy pepole
- Website for construction using HTML5 CSS and JAVASCRIPT
- Designed E-commerce website for construction
- Designed E-commerce website cafa sparke

MINI PROJECTS

- The project is developed with the help of frontend tool like HTML and css in visual studio code
- And we did various tour booking systems with the help of My SQL database In the project my role designing and server optimization xamp server.

ADDITIONAL INFORMATION

Ambitious and enthusiastic recent graduate with a Bachelor's degree in Marketing seeking to launch a career in Digital Marketing. Possessing a strong foundation in marketing principles and a keen interest in leveraging digital platforms to drive brand growth and engagement. Proficient in social media management, content creation, SEO fundamentals, and email marketing. A quick learner with a passion for staying updated on the latest trends and technologies in the digital marketing landscape. Excellent communication skills and a collaborative mindset, eager to contribute to innovative marketing campaigns and gain hands-on experience in a dynamic work environment.

CERTIFICATS

- Python full stack developer(2/2023 -05/2023) completed three month hands on training in python full stack developer from XPLORE IT CROP
- Front end developement of html css and javascript completed in 30 hours cours in DEEPAK CODE
- Mastering javaScript from basics to Dynamaic web development completed in 4-days masterclass from ERROR MAKE CLAVER