

SRUTHI.P

Digital Marketer

Graphic Designer

Web Designer & UI

CONTACT

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designersruthi27@gmail.com

Objective

Passionate and motivated digital marketing graduate seeking an entry-level position to apply my skills in social media marketing, content creation, and data analytics to contribute to the success of a dynamic marketing team.

Professional Summary

- Have a solid working knowledge of all digital marketing tools, including Meta Ads, Google Analytics, Google Search Console, Google My Business, SEMrush, Spy Fu, Buzzsumo, Zapier, Mailchimp, (On-page, Off-page SEO), and other SEO tools.
- Have a working knowledge of Adobe Creative Suite [Photoshop and Illustrator], and I am familiar with typography, layout, and color theory. Strong understanding of design principles and composition. Ability to conceptualize and execute creative ideas, excellent attention to detail, and time management skills.
- Additionally, for Six months, I interned in digital marketing and graphic design.

Education

- **B.E (Biomedical Engineering)** [Year 2013–2017]
From Sri Ramakrishna Engineering College, Coimbatore.
Affiliated to ANNA UNIVERSITY, Chennai.
- Completed **HSLC** from Nirmala Matriculation Higher Secondary School, Coimbatore. Percentage: 74%–year 2013.
- Completed **SSLC** from Perks Matriculation Higher Secondary School, Coimbatore. Percentage: 78%–year 2011.

Skills

- Search Engine Optimization
- Social Media Marketing
- Email Marketing
- Search Engine Marketing
- PPC Advertising
- Competitor Analysis
- Market Research
- Team Management
- Marketing Strategy
- Content & Blog Marketing
- Affiliate Marketing
- Poster creation, Retouching, and restoration using Adobe Photoshop
- Compositing and Manipulation using Adobe Photoshop
- Poster creation and Logo Designs using Adobe Illustrator
- Exporting and File Formats using Adobe Illustrator
- Basic understanding of user interface [UI] design
- Familiarity with responsive web designs and frameworks [e.g., Bootstrap]

Tools



Meta Ads



Google Ads



Google Analytics



Mail Chimp



SEMRush



SpyFu



Buzzsumo



Canva



SEO Pro



Photoshop



Illustrator



Figma



VisualStudioCode

Blog Publication

- <https://sruthi2795.blogspot.com/2023/08/world-of-travel.html>
- <https://sruthi2795.blogspot.com/2023/11/mandali-is-well-known-jewel-in-heart-of.html>

Portfolio

- Explore my research here [sruthipandian.com]

Declaration

I hereby declare that the above-furnished details are true to the best of my knowledge, and I bear the responsibility for the correctness of the details.

Date:

Signature

Place: