SRUTHI.P

Digital Marketer Graphic Designer Web Designer & UI

CONTACT

Objective

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

9487270063

designersruthi27@gmail.com

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.

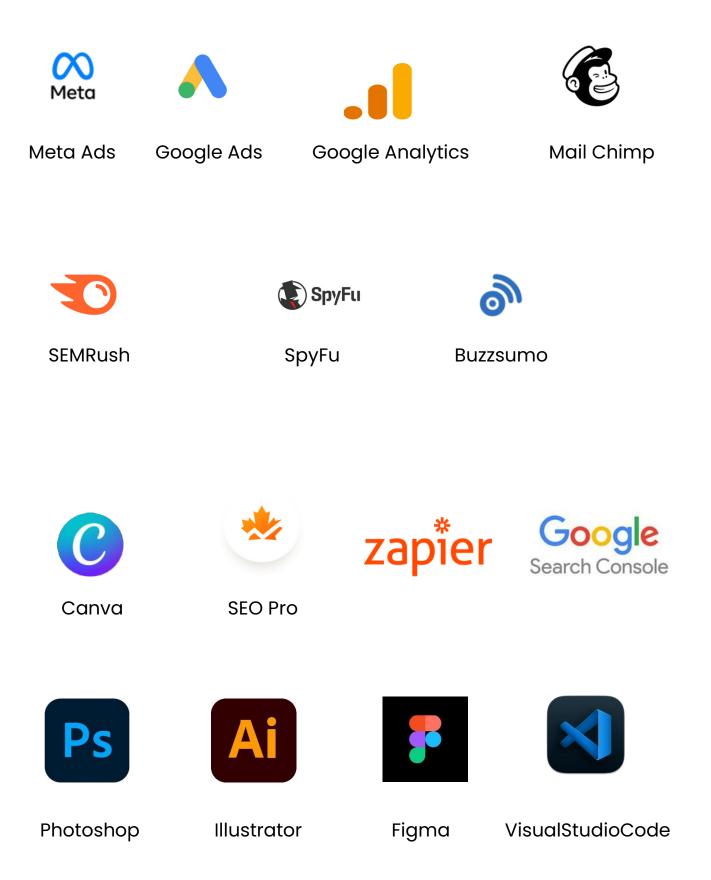
Education

- **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



Blog Publication

- https://sruthi2795.blogspot.com/2023/08/world-oftravel.html
- https://sruthi2795.blogspot.com/2023/11/manali-is-wellknown-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: Place: Signature