# 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.

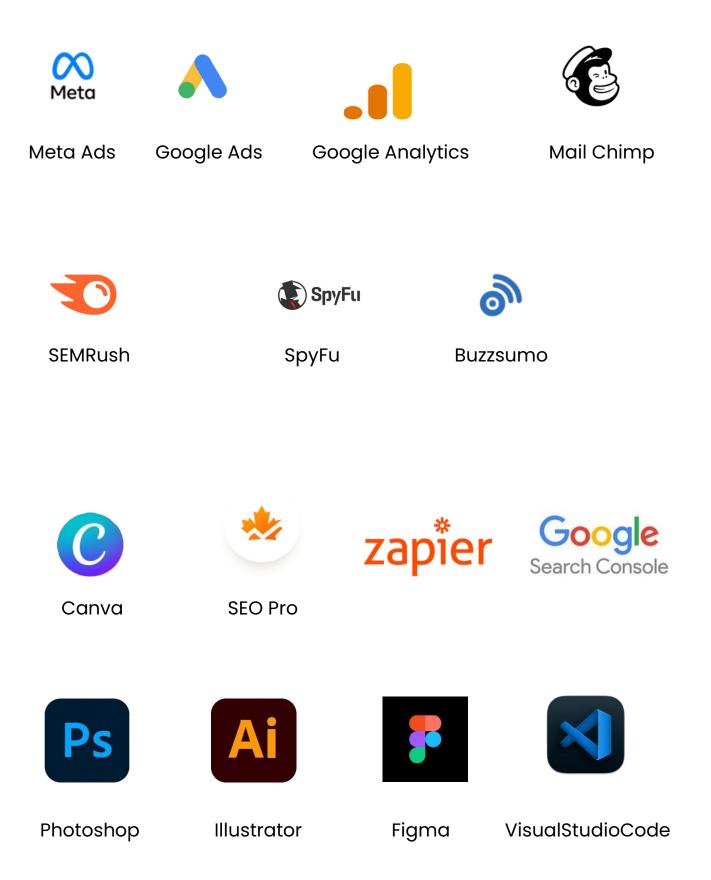
#### Education

- **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