



KEERTHANA AK

DIGITAL MARKETER



+9677904459



keerthukar95@gmail.com



in/keerthana-karthi/

EDUCATION

Bachelor of Biomedical Engineering
Dr.N.G.P.Institute of Technology

KEY ACHIEVEMENTS



8 KEYWORD TOP 3 POSITION

- SEO: Achieved top 3 Google rankings, Increasing organic traffic by 40%.



INSTA CAMPAIGN 50+ LEADS

- Successfully designed and executed an Instagram marketing campaign that generated over 50 qualified leads within a month.



EMAIL MARKETING CLICK THROUGH RATE 30%

- Designed and implemented an email marketing campaign achieving a 30% click-through rate (CTR), significantly above industry averages.

SKILLS

- SEO
- SEM
- SMM
- Analytics
- Email marketing
- Pay-per-click
- Whatspromo
- CRM

LANGUAGE

- Tamil
- English

COURSES

- Currently enrolled in a comprehensive Digital Marketing course at IDM Techpark. Gaining
- in-depth knowledge and hands-on experience in SEO, SEM, social media marketing, content creation, and data analytics.

SUMMARY

Dynamic and creative marketing enthusiast with a strong foundation in digital marketing strategies and tools, eager to apply skills and knowledge in a hands-on internship role at SEGOLSYS. Proficient in social media management, content creation, SEO, and data analytics. Excited to contribute to SEGOLSYS marketing efforts while gaining valuable industry experience and further developing professional skills.

PROJECTS

IDM Techpark , CTECHBIM , Thiranz Tech solution cbe

TOOLS

- MOZ
- Keyword planner
- Ranker x
- Onpage seo checker
- JSON Id generator
- Site booster
- Quillbot
- Google groups
- Snov.io
- Email extractor
- Phantom buster
- Wix analytics

WORK EXPERIENCE

DIGITAL MARKETING INTERN - SEGOLSYS COIMBATORE

- Executed comprehensive keyword research using tools such as SEMrush and Google Keyword Planner to optimize SEO strategies, resulting in a 25% increase in organic search traffic for client websites. Assisted in developing and implementing social media campaigns across platforms including Facebook, Instagram, and LinkedIn, contributing to a 30% growth in follower engagement and brand visibility. Conducted competitive analysis and market research to identify trends and opportunities for clients, presenting findings in weekly strategy meetings to guide campaign adjustments and optimization

- Learning to utilize industry-standard tools and platforms such as Google Analytics, Google Ads, and various social media management tools.

CERTIFICATIONS

Certificate on digital marketing -**Hubspot**
Certificate on social media marketing-**Hubspot**
Certificate on digital marketing-**IDM Techpark**

- Drafted compelling content for blog posts, email newsletters, and website landing pages, focusing on SEO best practices and increasing average session durations by 20%.
- Monitored and reported on key performance metrics using Google Analytics and Facebook Insights, providing insights to refine campaign strategies and improve ROI for clients.
- Collaborated with cross-functional teams including graphic designers and web developers to ensure cohesive brand messaging and seamless user experiences across digital platforms.

PERSONAL DETAILS

Marrital status	Married
Husband name	Kavin.N
Address	51,mariyamman kovil st,avarangattuvalasu, pallapalayam, perundurai,(TK) erode.

DECLARATION

I here by declared that all the above information is true to the best of my knowledge and belief.

PLACE:

SIGNATURE