

CAREER OBJECTIVE

"To obtain a challenging position in the field of digital marketing where I can apply my creativity, analytical skills, and knowledge of SEO, social media, and content strategy to contribute to brand growth and customer engagement, while continuously learning and evolving with industry trends."

WORK EXPERIENCE

Digital Marketing • Internship

Chaiwaale Traders Private Limited, Chennai

Mar 2025 - May 2025

Finance • Internship

FPL Automobile Private Limited, Chennai

Sep 2024 - Oct 2024

EDUCATION

MBA, Finance

Vel Tech Dr. RR & Dr. SR Technical University

2023 - 2025

Bachelor of Commerce (B.Com), accounting and finance

Prince Shri Venkateshwara Padmavathy Engineering College.

2020 - 2022

Percentage: 69.00%

Senior Secondary (XII), Tamil Nadu State Board

Commerce

2018

Sivanthimatric Hr& Sec School

CGPA: 7.00/10

Secondary (X), Tamil Nadu State Board

Sivanthimatric Hr & Sec School

2016

CGPA: 8.00/10

PROJECTS

A study on the role of social media marketing in brand awareness

Mar 2025 - May 2025

To analyze and evaluate the effectiveness of social media marketing in enhancing brand awareness, by identifying the impact of various platforms, strategies, and user engagement levels on consumer perception and brand recall.

A study on the financial performance analysis using cash management

Sep 2024 - Oct 2024

To analyze the financial performance of an organization by evaluating the effectiveness of its cash management practices.

SKILLS

- Social Media Marketing
- Creative Writing
- Digital Marketing
- Adobe Photoshop
- Search Engine Optimization (SEO)
- Canva

EXTRA CURRICULAR ACTIVITIES

- Sports, video games