

Vigneshwar C

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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
Sivanthimatic Hr& Sec School	
CGPA: 7.00/10	
Secondary (X), Tamil Nadu State Board Sivanthimatic 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.
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SKILLS

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

EXTRA CURRICULAR ACTIVITIES

- Sports, video games