

Resume

Name: Rohini.J

Address: 217/A, Sri Muruga Nilayam, Hospital Road, Ooty, The Nilgiris.

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Objectives:

Seeking a challenging career with a progressive organization that provides an opportunity to capitalize on my skills and abilities in the field of supply chain management.

Professional Experience:

[Dot Com Solution India Private Limited](#)

Work Experience: 3 years

Grade: Digital Marketing Associate.

Role:

- Performed keyword research that refined for the top 20 keywords from 500 keywords that contributed most traffic to the company's website.
- Researched future search trends for Google and suggested cost-effective ways to reach out to customers.
- Performed website audits.
- Innovated SEO techniques through analysis of traffic and search engine trends.
- Implemented on-site optimizations, backlinks analysis.
- Being in tune with what page on the website has issues, tracking, and reporting issues to be fixed.
- Have written a number of contents based on the research of top-ranking keywords.
- Have written content for email marketing, description of products.
- Working knowledge of IBM Watson Campaign Automation. (Email Marketing Tool).
- I have worked on eCommerce marketing. That is, have done dropshipping on sites such as aliexpress site and oberlo app.

Educational Qualification Details:

| Qualification | Institution | University / Board | Percentage | Year of Passing |
|----------------------|----------------------------|---------------------------|-------------------|------------------------|
| B.E. (CSE) | CSI College of Engineering | Anna University | 65 | 2017 |
| HSC | SSVGHSS, Ooty | State Board | 85 | 2013 |
| SSLC | SSVGHSS, Ooty | State Board | 92 | 2011 |

Technical Expertise:

Programming Languages: C, C++, Java, HTML, CSS

Tool Used: Moz, Semrush, AHrefs, Google Search Console, Google Analytics.

Other Management: Pitch Box, Wordpress, IBM Watson Campaign Automation.

Area of Interest:

- Cloud Computing
- Digital Marketing
- SEO
- Social Media Marketing.
- Ecommerce marketing

Skills Set:

- Ability to deal with people
- Willingness to learn
- Team Player
- Strong leadership and motivational skills.

Extra-Curricular Activities:

- Attended workshop on image processing conducted by CSICE.
- Attended workshop on Cloud Computing.

Academic Project:

Completed a project on “**Enabling Data Integrity Protection in Regenerating-Coding Based Cloud Storage**”.

Personal Details:

Father's Name: K. V. Jayakumar

Mother's Name: C. Sindhu

Gender: Female

DOB: 27:02:1996

Languages known: English, Malayalam, Tamil, Hindi.

Nationality: Indian

Declaration:

I solemnly declare that the above details are true to the best of my knowledge and belief.

Signature:

Place:

Date:

