



# CHARULATHA NANDAKUMAR

Digital marketer

To be a part of an enthusiastic environment, where I can enhance my knowledge and apply my technical skills to accomplish organizational goals. I am a strong team player and a social butterfly.

## CONTACT

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## EDUCATION

Master's in Business Administration  
(MBA Digital marketing and E-commerce)

IIKM BUSINESS SCHOOL, kilpauk

Pursuing

• Bachelor of commerce  
B.Com( general)

Manormaniam  
sundarnar University,  
tirunelveli  
2019 - 2022

• Higher secondary education

velammal matric higher  
secondary school

2017 - 2019

## WORK EXPERIENCE

**DIGITAL MARKETING INTERN**

3 months

**KALEIDOSCOPE - 3D VISUALS COMPANY**

- ◇ interaction with clients and fulfillment of their requirements
- ◇ linkedin marketing
- ◇ linkedin advertising
- ◇ E-mail Marketing

**CONTENT WRITER - FREELANCE**

8 months

**CAREER MANTRA EDUCATION SERVICE**

present

- ◇ create a blog about the details of respective colleges
- ◇ short articles
- ◇ admission process informations
- ◇ placements and courses Eligibility details

**LIC - JUNIOR EXECUTIVE**

1 year

**ENDOWMENT SERVICES**

- ◇ demonstrated respect, friendliness and willingness to help whenever needed
- ◇ used coordination and planning skills to achieve results according to the schedule

**INSIDE SALES INTERN**

3 months





**COPIOUSCONSULT PVT LTD**

- ◇ interaction with clients and provide information about our products
- ◇ cold calls
- ◇ followups and close of deals
- ◇ analyse data with marketing team

## SKILLS

- Computer knowledge
- Quick learner
- Good communicator
- Good in analyzing conflict and problem solver
- Good in content writing
- Good in team Management

## LANGUAGES

TAMIL	
ENGLIS	
H HINDI	
FRENCH	

### DIGITAL MARKETING INTERN2 months

Present  
DIGITAL AI 360

- ◇ Handle their official website, create blogs
- ◇ create tweets, Give valuable answers in Quora and Reddit
- ◇ video editing and creating posters in CANVA pro, Adobe photos hop and also using AI tools
- ◇ OFF page optimization in SEO

## CERTIFICATIONS

THE GREAT LEARNING

June 2023

EMAIL MARKETING

GOOGLE

May 2023

THE FUNDAMENTALS OF  
DIGITAL MARKETING

HUBSPOT

April 2023

SEO - SEARCH ENGINE OPTIMIZATION

## OUTBOX INTEREST

- Blogging
- content creation
- classical dancer
- Reading books