

JENIFER S

DIGITAL MARKETING EXECUTIVE

•



Thuraipakkam Chennai



7548837735



jeniselvi0@gmail.com

EDUCATION

- **BE. ECE (82%)**
Pavendar Bharadhidasan
College Of Engg And
Technology
8/2018 - 7/2022
- **HSC (62%)**
Annai Lourdu Girls
Hr.Sec.School
- **SSLC (90%)**
Annai Lourdu Girls Hr. Sec.
School

SOFT SKILLS

PROBLEM SOLVING

- **AND CRITICAL THINKING** [5 / 5]

CUSTOMER SERVICE

- **ORIENTATION** [5 / 5]

PROFESSIONAL SUMMARY

Enthusiastic and motivated Digital Marketing graduate with a solid foundation in SEO, social media marketing, content creation, and data analysis. Equipped with hands-on experience from internships and academic projects, demonstrating strong skills in campaign management and performance tracking.

EXPERIENCE

SPIDS INDIAA

• 2/2024 - 6/2024

DIGITAL MARKETING EXECUTIVE

- Developed and implemented digital marketing strategies to drive website traffic and generate leads.
- Managed and optimized paid search and social media advertising campaigns.
- Created and published content across multiple digital channels, such as email, social media, and blogs.

TEAM WORK • ,CREATIVITY AND INNOVATION [5 / 5]	VINTAGE PROPERTY'S CRM • 8/2023 - 12/2023
---	--

CERTIFICATION

- DIGITAL MARKETING

First Success Technology

1/2024 - 2/2024
- JAVA FULL STACK DEVELOPER

Greens Technology

12/2023 - 6/2024

Highly motivated and detail-oriented recent graduate with a foundational understanding of CRM systems and customer relationship management principles. Possesses hands-on experience through academic projects and internships involving data entry, customer segmentation, and CRM software usage.

HARD SKILLS

- MS Office
- Social Media Marketing
- Content Creation
- Data Analysis
- SEO
- Java

LANGUAGE

- ENGLISH [4 / 5]
- TAMIL [5 / 5]