



SETHUSHREE PALANISAMY

DIGITAL MARKETING EXECUTIVE

CONTACT

- +91 6374097846
- sethushree678@gmail.com
- Coimbatore, India.

SKILLS

- Social Media Management
- Keyword Analysis
- SEO
- Facebook & Instagram Ads
- Wordpress

TOOLS

- Canva
- Simplifiedtool
- Google Keyword Planner
- Google Search Console

LANGUAGES

- English
- Tamil
- Kannada

HOBBIES

- Designing
- Silk Threaded Items
- Stitching



OBJECTIVE

A creative digital marketing professional focused on Facebook and Instagram campaigns, social media strategy, and SEO optimization. Looking to enhance brand visibility and drive online growth within a progressive organization.



EDUCATIONS

UNDER GRADUATE (INFORMATION TECHNOLOGY)

KG College of Arts and Science (72%)
06/2018 - 04/2021
Coimbatore

POST GRADUATE (COMPUTER SCIENCE)

KG College of Arts and Science (89%)
06/2021 - 04/2023
Coimbatore



INTERNSHIP(3 MONTHS)

Digital Marketing Intern August - November

Supported Facebook and Instagram campaigns, content creation, and local SEO, while gaining valuable experience in SEO and social media management.



EXPERIENCE

Digital Marketing Coimbatore

Honey Iconics - November 2023 - Present

On-Page SEO: Search engine rankings improved by performing in-depth keyword research and optimizing the content, meta tags, internal linking, and website layout.

Off-Page SEO: Developed and executed off-page strategies, including backlink building, social bookmarking, and content marketing to increase domain authority.

Technical SEO: Enhanced website performance and search engine indexing by resolving technical issues and optimizing site functionality.

Local SEO: Implemented local SEO strategies by optimizing Google My Business listings and targeting local keywords to boost keyword rankings and enhance regional visibility.

Social Media Campaigns: Campaigns on Facebook and Instagram have been set up and managed successfully, with ads optimized for target audiences and increasing engagement.



CERTIFICATIONS

Certified in Facebook Marketing and advertising (2024)
-Simplilearn

Certified in SEO (2024)
-HubSpot Academy

Certified in SEO Traffic With WordPress(2024)
-Coursera