

SUNDER S

digital marketing executive

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Chennai

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CAREER OBJECTIVE

To leverage my skills and experience in SEO, Digital Marketing, and Email Marketing to drive impactful results for client businesses. Eager to grow in a dynamic environment and contribute to business visibility and lead generation.

EDUCATION

SRM UNIVERSITY

M.B.A (Marketing)
2024 – Present

MAHER UNIVERSITY

B.Com (General)
2015 – 2018

TECHNICAL SKILLS

- **SEO Tools:** Google Search Console, Google Analytics, SEMrush, Ahrefs, Uber Suggest, Keyword Planner
- **Email Marketing Tools:** HubSpot, Smartlead.io, Apollo, Zoom Info, Instantly, Sales Navigator, Glock Apps, Hunter io
- MS Office Suite, Canva

CERTIFICATIONS

- Digital Marketing & SEO Professional – HubSpot Academy
- MySQL & Software Testing (Manual & Automation) – Besant Technologies

LANGUAGE

- English
- தமிழ்

HIGHLIGHTS

• SEO EXPERTISE

- Good knowledge of On-page SEO techniques like keyword optimization, meta tags, header tags, and internal linking.
- Hands-on experience with Off-page SEO activities like backlink building, guest posting, and directory submissions.
- Knowledge of Technical SEO concepts: site speed optimization, mobile responsiveness, and crawlability.

• EMAIL MARKETING EXPERTISE

- Hands-on experience with HubSpot, Smartlead.io, and Apollo for creating and managing email campaigns.
- Basic understanding of lead generation funnels and customer engagement.
- Familiar with email marketing metrics like open rates, CTR, and bounce rates.

• DIGITAL MARKETING SKILLS

- Good understanding of social media marketing fundamentals (Facebook, Instagram, LinkedIn).
- Strong understanding of website audits and basic performance reporting.
- Content marketing through blog posting and SEO content creation.

WORK EXPERIENCE

Social Media Executive

GSEM, nungambakkam | 1.years

- Handling social media campaigns involves planning and executing targeted content strategies to promote a brand, product, or service across platforms like Instagram, Facebook, LinkedIn, and Twitter. This includes designing visuals, writing captions, managing paid ads, and tracking performance.

SEO & Digital Marketing Trainee

iSource, Velachery | 6 Months

- Managed SEO campaigns and handled content optimization for 4 US-based clients: Billing Paradise, Captioning Star, Whitespace, and Agiratech.
- Conducted keyword research, website audits, and implemented SEO recommendations.
- Performed off-page activities like backlink generation and directory submissions.
- Handled local SEO optimization tasks for client businesses.
- Created and managed email marketing campaigns using HubSpot, Smartlead.io, and Apollo.
- Provided weekly reports to senior managers using Google Search Console and Analytics.