

S. GUNAL

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OBJECTIVE :

Motivated Digital Marketing fresher with hands-on knowledge in SEO, Google Ads, Meta Ads, and Email Marketing. Skilled in creating social media campaigns, content strategies, and paid ads for lead generation. Passionate about helping businesses grow through digital marketing and continuously learning new strategies.

TECHNICAL SKILLS :

1. **Search Engine Optimization (SEO)** – On-page SEO, keyword research, off-page SEO
2. **Google Ads** – Search campaign setup, keyword targeting, ad copywriting, bidding strategies (CPC)
3. **Meta Ads** – Campaign setup, audience targeting, lead generation ads
4. **Search Engine Marketing (SEM)** – Paid campaign strategy and performance monitoring
5. **Email Marketing** – Campaign creation, audience segmentation, basic automation, performance tracking

SOFT SKILLS :

- Project Management
- Public Relations
- Teamwork
- Time Management

PROJECTS :

Social Media Lead Generation using Meta Ads

- Created and managed Instagram business pages
- Set up Meta Ads campaigns targeting local audience based on interests and location
- Optimized campaigns for lead generation and engagement
- Monitored performance metrics such as reach, CTR, and cost per result

Website SEO Project

- Conducted keyword research to identify relevant search terms
- Optimized meta titles, descriptions, and heading structure (H1, H2)
- Improved on-page SEO including content optimization and internal linking
- Implemented basic technical SEO practices for better indexing

EDUCATION :

Bachelor of Technology – Computer Science (2022 – 2025)

Acharya College of Engineering Technology (ACET), Villianur, Pondicherry - CGPA: 6.9

Diploma in Electrical and Electronics Engineering (2019 – 2021)

Elumalai Polytechnic College (EPTC), Villupuram, Tamil Nadu - Percentage: 80%

CERTIFICATIONS :

- Certification in MongoDB – MongoDB
- Diploma in Web Development (.NET) – G-TEC Education, Puducherry

LANGUAGES :

- Tamil
- English