

TRISHA C

FRESHER

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CAREER OBJECTIVE

Looking for a full-time Digital Marketing position in a dynamic environment where I can leverage my skills to drive growth and engagement. Eager to contribute to a forward-thinking team and support the digital marketing department in achieving its strategic goals.

ACADEMIC QUALIFICATION

S.NO	COURSE	INSTITUTIONS	PERCENTAGE	YEAR
1.	B.com Commerce (pursuing)	Madras University	83%(upto 4 th sem)	2024
2.	Corporate Secretary	ICSI	Pursuing (Executive Level)	2023
3.	HSC	AVMHSS, Chennai.	88%	2020
4.	SSLC	AVMHSS, Chennai.	86%	2018

DIPLOMA CERTIFICATION

Digital Marketing Course
WebD School , Chennai.

Feb 2024 - June 2024

PROFESSIONAL SKILLS

Problem Solving **Critical Thinking, Creative, Analytical Skills.**
Interpersonal Skills **Effective Communication, Teamwork, Empathy.**
Leadership Skills **Decision Making, Stress Management**

SKILLS AND INTERESTS

Hard Skills **Search Engine Optimization (SEO), PPC Advertising, Social Media Marketing, Brand Management, Market Research, Email Marketing, Lead Generation, Content Marketing.**

Soft Skills **Creativity, Analytical Thinking, Communication, Adaptability, Time Management, Problem-Solving, Leadership.**

Software **Google ads Manager, META Ads Manager, Mailchimp, SEMrush, Hubspot, Wati, Adobe photoshop, PPT, WordPress, Canva, Pagespeed insight, Screaming frog, MS Word, MS Excel, Zoho Social.**

PROJECT

SEO (Search Engine Optimization)

- Conducted keyword research and applied on-page SEO techniques to enhance website visibility and search rankings
- Implemented off-page SEO strategies including link building and content promotion.

- Optimized technical aspects such as site speed, mobile responsiveness, and crawlability.
- Implemented local SEO tactics to improve local search rankings and visibility.
- Tools Used: Screaming frog, SEMrush, Pagespeed insight, Google keyword planner.

Google Ads

- Executed Google Search Ads and Performance Max campaigns to optimize digital marketing efforts and achieve targeted goals.
- Conducted keyword research, ad creation, and bid management for Google Search Ads.
- Conducted A/B testing to improve ad performance, increase conversion rates, and optimize marketing strategies effectively.
- Analyzed campaign performance metrics and adjusted strategies for improved ROAS.
- Tools Used: Google Ads, Google Analytics

Social Media Marketing

- Developed and executed a strategic social media calendar for content scheduling and campaign planning.
- Designed logos and brand posters to enhance visual identity and brand recognition.
- Monitored social media platforms, analyzed engagement metrics, and adjusted strategies for optimal performance.
- Tools Used: Canva, Zoho Social, Excel, Meta Business Suit

Meta Ads

- Led a social awareness campaign on Meta Ads platform to promote
- Developed campaign strategy, including audience targeting and ad creative ideation.
- Managed budget allocation and bid strategies for optimal campaign performance.
- Monitored campaign metrics and adjusted strategies to maximize reach and engagement.
- Tools Used: Meta Ads Manager

Social Media Marketing

- Developed and executed a strategic social media calendar for content scheduling and campaign planning.
- Designed logos and brand posters to enhance visual identity and brand recognition.
- Monitored social media platforms, analyzed engagement metrics, and adjusted strategies for optimal performance.
- Tools Used: Canva, Zoho Social, Excel, Meta Business Suit.

EXPERIENCE

S.R.SCALES

SMM & SEO MANAGER

May 2024 – July 2024

Freelancer

- Managed SEO, Social Media & Content Creation.
- Developed strategies to boost Search Rankings & Created engaging social media content
- Implemented Email Marketing Campaigns to drive user engagement
- Analysed web traffic and social media metrics to measure success of campaigns
- Collaborated with clients to understand their goals and planned strategies accordingly.

RA CHANDROO PHOTOGRAPHY & VIDEOGRAPHY

SMM & Content Creator

August 2023 – July 2024

Freelancer

- Created & Managed Social Media Content
- Developed visual story telling techniques to engage the audience
- Conducted market research to identify trends and optimize content strategy

- Designed promotional material & digital advertisements for various platform
- ## **INTERNSHIP/TRAININGS**
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Hectae Analytics & Software Solutions. Chennai.
Administrative Aide

January 2023- January 2024

- Assisted in the daily administrative operations, ensuring smooth office functionality.
- Monitored office supplies inventories and invoices.
- Prepared reports, presentations, documents as required by management team.
- Colloborated with various departments to streamline administrative process & improve Efficiency.

CERTIFICATIONS

(SEMrush)

- Content Marketing and SEO Fundamentals
- SEO By Eric Enge
- Marketing Strategy for Increased Conversions

(Hubspot)

- Social media marketing
- Digital Marketing 101

(Google)

- AI-Powered Perfomance Ads Certification
- Google Ads (Search) Certification
- Google Ads (Display) Certification

ACHIEVEMENTS

- Won various certificates and medals in Chess, ball badminton, abacus, art & craft, handwriting, in-school competions (State, District & Zonal Levels).
- Member of CHENNAI YOUTH ASSEMBLY & took part in various welfare activities.
- Acquired scholarship from KS Academy
- Published on HINDU NEWSPAPER for securing 1st place in chess competition conducted by The Hindu
And been published on various Government Newspapers
- Been ASPL & House Captain in school for a Year.

LANGUAGES

- Written English, Tamil, French.
- Spoken English, Tamil, Telugu, French.

DECLARATION

- I hereby declare that the information are true and best of my knowledge.

Date :

Signature,

Place : Chennai

[C.Trisha]