



VETRIVEL R

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📍 Chennai

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EDUCATION

Msc Data Science

Kalasalingam academy of research and education

2019 - 2021

Bsc Computer Science

Kalasalingam academy of research and education

2016 - 2019

SKILLS

- SEO (On-page & Off-page)
- Google Ads & Meta Ads
- Social Media Marketing (SMM)
- PPC Campaigns
- Keyword Research
- Website Management (WordPress & Elementor)

SOFT SKILLS

- Team Collaboration & Leadership
- Time Management
- Client Relationship Management

LANGUAGES

Tamil
English

PROFESSIONAL SUMMARY

Enthusiastic and data driven Digital Marketing Professional with strong experience in SEO, Google Ads, social media strategy, and content creation. Proven ability to increase online visibility and drive conversions using tools like Google Analytics, Meta Ads Manager. Adept at campaign execution, website development using WordPress, and data-based decision making.

WORK EXPERIENCE

May 2022 - April 2025

Axis Bank - Workingcapital Relationship Officer

- Managed working capital for SBB clients
- Verified and processed banking documentation
- Ensured timely disbursements and client relationship support

April 2025 - Present

Web wisez - Digital marketing training

- Executed end-to-end campaigns using Google Ads & Meta Ads
- Developed SEO rich websites using WordPress and Elementor
- Created social media strategies to improve engagement

CERTIFICATIONS

- Google Skillshop Certified - Search, Display, Video
- Meta Ads Manager - Facebook, Instagram, Whatsapp marketing
- HubSpot - Digital Marketing, Socialmedia Certification

TOOLS AND EXPERTISE

- Wordpress, Elementor
- Canva
- Campaign optimisation (Google ads and Meta ads)
- SEO Keyword planner