

Arun Duraisamy

Digital Marketer

Coimbatore



9629003322



arundigitalspace@gmail.com



LEAD GENERATION

Career Objective:

I am a Digital Marketer and I am good at Google Ads and Facebook Ads.

Entrepreneurially minded problem solver and recently completed my digital marketing internship with Digital Deepak at LearnToday.com and passionate about spearheading challenges identified in analytics. Personal and internship experience has bolstered my ability to optimize and enhance conversion-driving campaign. Eager to grow with my digital marketing carrier like validity that values fresh ideas.

Skills:

- ❖ Google Ads
- ❖ Facebook Ads
- ❖ Paid Acquisition
- ❖ Google Analytics
- ❖ Social Media
- ❖ FindThatLead.com
- ❖ Mailchimp
- ❖ Convertkit
- ❖ MailPoet
- ❖ Optinchat
- ❖ Zapier
- ❖ Ahrefs
- ❖ Hotjar

Internship Certification:



Certification of Digital Marketing Internship Program by DigitalDeepak – LearnToday.com



Certification of Award of Excellence for being one of Top Interns in DigitalDeepak – LearnToday.com

Freelancing Project:

Green Farmor - Lead Generation (December 2021 - Till Date)

Green Farmor deals with agricultural implements and exclusive brands for Gomadhi and Redlands. They concentrate on Rotavator, Baler and spare parts.

- ❖ Generate qualified leads with Facebook marketing and helps for closing deal.
- ❖ I closed 5 deals and since it's a high ticket price
- ❖ Perform campaign in Facebook Ads and drive page reach up by 77.5%.
- ❖ Create brand awareness and display products.

Work Experience:

LearnToday.com	September 2021 - December 2021
-----------------------	---------------------------------------

Digital Marketing Intern

- ✚ Research and Discover my own Niche 2.0 follow by talent - passion - market.
- ✚ Find the Customer avatar and create a foundation for marketing.
- ✚ Creating my own blog is my project and am using a WordPress website. <https://arundigital.space/>
- ✚ Learn about content writing and create some content for my blog and that is a collection of all ideas in my mind. This will be helpful for SEO.
- ✚ Bolstered blog content with attention to SEO and keyword research, helping increase drive total site traffic.
- ✚ Learn lead generation through lead generation tools such as snov.io, getprospect.io, thatlead.com
- ✚ Create a landing page for lead magnet and can experience MailChimp, ninja forms, and Convertkit for landing page and subscribers.
- ✚ Learn Email Marketing and drip marketing for nurturing the leads by MailPoet.
- ✚ Learn and implement Facebook Ads and Google Ads to increase the audience for getting maximum conversions.

Red Bowl Snacks

October 2019 - August 2021

Franchiser

Red Bowl Snacks is a chain outlet for snacks having more than 200 varieties of snacks and bakery products. It is based on Coimbatore and having own manufacturing unit.

Roles:

- + Started a business with entrepreneur as a franchiser
- + Manage end to end process
- + Maintain stock value in and out
- + Monitor keenly for delivering proper fresh products and clear stock having expiry date products
- + Drive marketing activities through offline and online
- + Maintain monthly purchase and sales accounts

TUV SUD South Asia Pvt. Ltd., Coimbatore

December 2018 - July 2019

Business Development Executive

- + To generate lead from available source and getting appointment for giving knowledge about our products.
- + To communicate customers through mail, phone and in-person directly.
- + To build rapport relationship with tie-up consultancies.
- + To follow existing clients for new products.

Quedyon, Coimbatore (Sister Concern of Bonfring) December 2017 - November 2018

Sr. Business Development Executive

- + To generate lead from available source and convert them into our clients.
- + To follow up the customers for getting appointment and display demo for giving knowledge about our products and IT services.
- + To communicate customers through mail, phone and in-person directly.
- + Looking forward for business from each lead.
- + To promote our services in various platforms.

Bonfring, Coimbatore

December 2012 - November 2017

Business Development Executive

- + Perform the Internal Marketing to identify the conference and academic events at Colleges, Institutes, Universities held in all over India to promote our services.
- + To coordinate the conference works with timely manner to deliver it on time.

- + To generate the lead for identifying the conferences.
- + To gratify the customer's needs and requirements.
- + To Communicate Customer through phone and mail contacts.
- + To maintain the standards to improve our quality.
- + To maintain the database.
- + To identify the reachability to enhance our service.

Hyundai MOBIS India Limited, Chennai

One Year

Graduate Trainee

- + Plan according to target production to obtain zero defect mass production in audio assembling with quality product.
- + Provide continuous improvement in quality and company's profile to achieve our target.
- + Balancing line input and output.
- + Check whether the process is come under in work standard.
- + Achieve our target within the commitment time.
- + Follow-up the incoming material and outgoing product.
- + Preparing master sample and Visual aids for each stage.
- + Audit ESD compliance in the assembly stage.

Educational Details:

- Bachelor of Engineering, Electronics and Communication Engineering from Excel Engineering College, Namakkal 2011 with 77.8%
- HSC from SVN Higher Secondary School, Erode in 2007 with 70%
- SSLC from SVN Higher Secondary School, Erode in 2005 with 75.7%

Date:

Place: Coimbatore

(D. ARUN)