

YUVAN SHANKAR .V

DIGITAL MARKETER



PROFILE

To work in a challenging environment that fosters growth while fulfilling both corporate and personal goals. Recently completed a Digital Marketing Internship and developed expertise in Meta Ads, Social Media Management, Google Analytics, and Content Writing. I aspire to contribute to an organization's success by taking on a responsible and challenging position.

EDUCATION

○ **SIVET COLLEGE, CHENNAI**
B.Com (General)
(June 2018 - May 2021)

SKILLS

- - Meta Ads
- - Google Ads
- - Social Media Management
- - Google Analytics
- - Content Writing
- - Canva Poster Creation

CONTACT

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EXPERIENCE

SOCIOVERT

2024- presents

Digital Marketing Intern

- Executed Meta Ad campaigns to drive engagement and conversions.
- Monitored social media channels, creating content strategies for increased visibility.
- Analyzed performance metrics using Google Analytics to optimize campaigns.

COGNIZANT

2022 - 2023

Process Executive

- Managed US cheque processes for multiple states, including Delaware, Pennsylvania, and New York.
- Verified cheque details, including account numbers and holder information, ensuring accuracy.
- Handled up to 12 applications, specializing in three major states.

CERTIFICATIONS

- Digital Marketing | Fita Academy
- Digital Marketing | HubSpot Academy
- Social Media Marketing | HubSpot Academy
- Google Analytics | Google