SUJITHKUMAR C
Digital Marketing Executive

- Gudalur, The Nilgiris
- 63798 96959
- sujith.dmpro@gmail.com
- linkedin.com/in/sujithkumar-c
- github.com/sujithkumar-c

Portfolio – portfolio-fxbysujith.com
WordPress – tastyflavurz.com

CORE SKILLS

SEO (On-page, Off-page)

Local SEO & Google Business Profile

SEM — Google Ads

Social Media Marketing (Meta)

Social Media Account Management

Content Writing (Reel & Post)

Analytics (GA4, GTM, GSC, Looker)

WordPress

LANGUAGES KNOWN

- Tamil
- English

Professional Summary

Digital Marketing Executive with hands-on experience in SEO, SEM, SMM, Local SEO, Google Ads, Meta Ads, GA4, Keyword Research, and Marketing Analytics. Skilled in improving search visibility, optimizing campaigns, analyzing performance metrics, and driving measurable brand growth. Strong ability to execute data-driven strategies, enhance user engagement, and support business goals through structured digital marketing practices.

Digital Marketing Projects — (GUVI – HCL Program)

- Completed 10 hands-on digital marketing projects during my Guvi course, gaining practical experience in SEO, SMM, paid ads, website analysis, competitor analysis, and analytics tools.
- Created Power BI reports and visual dashboards, translating raw data into actionable insights for marketing decision-making.
- Worked on structured SEO workflows, audience research, and campaign analysis as part of project-based learning.

Experience

Digital Marketing Intern — Sai Techno Solutions (2025 – Present)

- Managed 10+ multi-channel digital marketing projects, executing SEO, SEM, SMM, Google Ads, Meta Ads, and analytics-driven strategies.
- Completed 10 hands-on digital marketing projects during my course.
- Directed execution for 15+ social media clients.
- Handled 10+ local business accounts.
- Completed 5 SEO projects.
- Built dashboards using GA4, GSC, and Looker Studio.

Team Management — Production Department, Aqua Sub Engineering (2022 – 2025)

- Coordinated daily production workflows, ensuring operational efficiency and quality control.
- Developed strong team management, communication, and process coordination skills.

EDUCATION

Guvi – HCL (2025)
Business and Marketing Analytics with AI Tools Program

Mechanical Engineering
Shree Venkateshwara Hi-Tech Engineering College, Erode

HSC (2018) — Govt. Higher Secondary School, Gudalur

SSLC (2016) — St. Mary's High School, Gudalur