

ARUNACHALAM. N
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CAREER OBJECTIVES

Mechanical Engineer: To seek and maintain a full-time position that offers professionals challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

ACADEMIC QUALIFICATION

QUALIFICATION	INSTITUTE	PASSING YEAR	PERCENTAGE
B-Tech Mechanical Engineering (Part-Time)	Prist university Chennai	Doing Third Year	
Diploma	Muthiah Polytechnic College Annamalai Nagar, Chidambaram	2021	70.80
SSLC	Mangalam Matric Higher Secondary School, Bhuvanagiri	2015	61.6
Diploma in Airlines Cabin Crew, Hospitality & Travel Management	Universal Airhostess Academy, Chennai	2019	
Airline Cabin Crew Training, Montreal, Canada	International Air Transport Association Course	2019	

TECHNICAL SKILLS

Operating System	:	Windows
Software language proficiency	:	MS word
Mechanical	:	Welding

ROLES AND RESPONSIBILITIES

- Focusing on the implementation of SEO in WordPress websites
- Analyzing the keywords based upon the webpage requirement
- Working on page optimization for improving the page ranking.
- Check out the competition analysis by Online tools.
- Handles the such online tools like SEO optimizer, SEO site checker, Neil Patel.
- Focusing on the off-page optimization in SEO.
- Capture the valuable backlinks of webpage and improves the traffic.
- Done the blog commenting and article posting various platform.
- Improves the Paid Search advertising and Organic traffic.
- Involved the various executions in social media, SEO and SEM to Improves the traffic to our websites.
- The major task to run the Campaigns in AdWords and Facebook, then maintaining the Budgets.
- Marketing through Email by using Mail chimp.
- Handles the remarketing platforms like Google ads and social media Marketing.
- Analyzing the website traffic source by Google analytics, Google Search console and Google tag Manager.

CORE COMPETENCIES

- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Content Marketing
- Email Marketing
- You tube Marketing.

TOOLS

- Google Analytics
- Google By Business
- Google Search Console
- Google AdWords
- Google Tag Manager
- Facebook Pixel
- SEMrush
- Mail chimp
- Canvas

ADDITIONAL SKILLS

- Maintains the monthly and daily budget plan for different campaigns in different platform.
- Handles the email campaign through mailchimp.

PROJECT

Title	:	Magnetic motor
Objective	:	Magnetic Engine is to replace polluting conventional internal combustion engines which used fossil fuels

INTERPERSONAL SKILLS

- Quick learner
- Flexibility and adaptability
- Team work skills
- Decision making skills

WORKSHOP

Universal Airhostess Academy, Chennai, Tamil Nadu.

Ensured aircraft and passenger compliance with policies, procedures, regulations and safety guidance, attended workshops and trainings in customer service, conflict resolution tactics and safety procedures to keep abreast of all new requirements and procedures.

PERSONAL DETAILS

Language known : English, Tamil, Telugu

Interest : Reading Books, Listening to Music

DECLARATION

I hereby confirm and verify all the facts mentioned above and I hold the responsible of their authenticity and correctness.

(Arunachalam N)