

# DURGA RENGABASHYAM

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Chennai - 600044

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## Objective

Seeking a position in a dynamic and growth-oriented organization, where I can effectively apply my skills, knowledge, and creativity, while embracing opportunities to learn, contribute, and achieve professional and organizational excellence.

## Technical Skills

- SEO Tool: SEMrush
- Content Management: Wordpress
- Design tool: Canva
- Microsoft Excel, Pivot table
- Databases: MySQL
- MS Office
- Soft skills: Critical Thinking, Collaboration, Presentation and Communication skills

## Experience

Company: Elatre Solutions Pvt Ltd

Designation: Digital Marketing Executive

Duration: October 2023 to Till date.

Place: Chennai

Roles and Responsibilities:

- Conduct keyword research to optimize website content and improve search engine rankings.
- Created engaging blog posts and social media content.
- Used SEMrush to conduct keyword research and track website performance.
- Identified SEO Opportunities and implemented strategies to improve website visibility.
- Managed website content and updates using Wordpress, ensuring user-friendly navigation and SEO Optimization.
- Designed engaging visuals, including social media posts using Canva to support marketing campaigns.
- Ensured consistency in brand identity by customizing templates and layouts
- Planning and executing Digital Marketing Campaigns.
- Managing social media channels to improve brand presence.
- Creating and optimizing content for online platforms.
- Providing general administrative support.
- Making invoices and managing accounts

Company: Poornam Technologies Pvt Ltd

Designation: Back Office Executive

Duration: November 2022 to May 2023.

Place: Chennai

Roles and Responsibilities:

- Administrative support for all data entry on daily basis with MS Excel.
- Maintaining filing systems.
- Drafting documents and letters.
- Providing general administrative support.
- Preparing and submitting reports.

### **Certifications**

- Certification on Python from Soft Logic Institute.
- First class with distinction for Typewriting from Government of Technical education.

### **Co-Curricular Activities**

- Attended one day seminar on “**Web Designing**” at ISYSWAY Technology at Tanjore on 16.08.2019.
- Attended one-day National Conference on “**Data Mining and Machine Learning**” at STET Women College on 28.06.2019.
- Extension Activities can be Conducted for Higher Secondary students at Government Higher Secondary School in Painganaadu on 12.08.2019

### **Educational Credentials**

**Master of Computer Application, 2020 – 2022 with 85 %**

ARJ College of Engineering and Technology, Tiruvarur.

**Bachelor of Computer Application, 2017 – 2020 with 78 %**

Sengamala Thaayar Educational Trust Women College, Sundarakottai.

**HSC , 2015–2017 with 75%**

Govt Girls Higher Secondary School, Madukkur.

**SSLC , 2013 –2015 with 91.4%**

Govt Girls Higher Secondary School, Madukkur.

### **Extra-Curricular**

- Won price in Ball badminton at district level.

### **Strength**

- Effective problem solver
- Flexible to adapt different work functions and environments
- Willing to take challenging jobs
- Commitment and Loyalty
- Can work independently as well as team player

### **Hobbies**

- Reading books
- Making art and crafts

## Personal Details

Name: Durga R  
Father's Name: Rengabashyam R  
Date of Birth: 06/08/2000  
Marital Status: Single  
Nationality: Indian  
Languages Known: Tamil, English  
Address: No 6 Om Shakthi  
apartments, LDN Chari  
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I hereby declare that the information given above is true to best of my knowledge

**Place: Chennai**

**Date:**

**Durga Rengabashyam**