

# S.KALAISELVAN

Digital Marketer | Multimedia Specialist |  
| Web Developer |

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📍 Thanjavur, Tamil Nadu

Respected Hiring Manager,

I am writing to express my interest in your organization.

With over six years of progressive experience in digital marketing and multimedia production, coupled with a proven track record in strategy development, campaign execution, and content optimization, I am confident I can contribute significantly to your organization's success.

In my current role as Senior Executive – Digital Marketing at CIPACA, I handle end-to-end digital strategies covering SEO, paid advertising, email marketing, and e-commerce. I work closely with different teams to align campaigns with business objectives and use analytics to improve performance, generate leads, and increase sales.

Before that, I worked at Morais City as a Senior Digital Marketing Analyst. My focus there was on planning and executing digital campaigns that improved brand visibility and engagement. By using data and performance insights, I was able to optimize campaigns and deliver measurable growth.

During my tenure as Assistant Professor and Digital Marketing Coordinator at Periyar Maniammai Institute of Science and Technology, where I managed both teaching responsibilities and the institute's online presence. I worked on multimedia projects, helping build a strong digital presence by combining creative ideas with technical know-how.

Highlights of my qualifications include:

- Proficiency in tools like Google Ads, SEMrush, and WordPress, alongside creative software such as Adobe Photoshop, Premiere Pro, Capcut and After Effects.
- Certification in Google Analytics, SEMrush SEO Toolkit, and advanced PPC campaign management.
- Recognition as the Best NSS Program Officer for exemplary leadership and community engagement.

I would welcome the opportunity to discuss how my skills and experiences align with your needs. I am confident that my dedication to excellence and ability to adapt to dynamic environments would make me a valuable addition to your team.

***My full portfolio is available here for your review: <https://kalaiselvan.in/>***

Thank you for considering my application. I am looking forward to the possibility of contributing to the organization's vision and success. Please feel free to contact me at your convenience to schedule an interview.



Yours sincerely,  
(S. Kalai selvan)

# S.KALAI SELVAN

DIGITAL MARKETER | MULTIMEDIA SPECIALIST |  
WEB DEVELOPER |



## CONTACT

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Thanjavur, Tamil Nadu.

## WEB DEVELOPMENT



WordPress



UI UX



HTML



CSS

## CREATIVE TOOLS/ANIMATION



Photoshop



Premiere Pro



After Effects



Maya & Max

## DIGITAL MARKETING



SEO



Performance Marketing



Social Media Marketing



Google Ads

## ACHIEVEMENTS



**BEST NSS PROGRAM OFFICER AWARD (2020-2023):**  
RECOGNIZED FOR OUTSTANDING CONTRIBUTIONS AT  
PERIYAR MANIAMMAI INSTITUTE.



**BEST STUDENT REPRESENTATIVE AWARD (2014-2019):**  
HONORED FOR EXEMPLARY LEADERSHIP AT A.V.M. SRI  
PUSHPAM COLLEGE.

## EDUCATION



**M.Sc., IN COMPUTER SCIENCE (2017-2019)**  
- A.V.M. SRI PUSHPAM COLLEGE, THANJAVUR



**DIPLOMA IN ANIMATION & MULTIMEDIA (2015-2017):**  
- APEX ANIMATION ACADEMY, THANJAVUR



**B.Sc., IN COMPUTER SCIENCE (2014-2017)**  
- A.V.M. SRI PUSHPAM COLLEGE, THANJAVUR

## Professional Summary:

Motivated and results-oriented Digital Marketer with 5+ years of experience in devising innovative marketing strategies, SEO, SEM, and multimedia production. Proven track record of optimizing brand presence across digital platforms, managing marketing campaigns, and leveraging data-driven insights to improve ROI. A dedicated professional seeking to contribute expertise to drive impactful organizational growth.

## WORK EXPERIENCE:

### Senior Executive - Digital Marketing in CIPACA, Chennai (Mar 2025 – Sep 2025)

Contributed to major CIPACA sub-projects, including:

1. **CIPACA Bargain** – supported digital marketing and branding for CIPACA's e-commerce product.
2. **CIPACA Business Concept** – contributed to branding and digital strategy for investor acquisition and business expansion.
- Led digital marketing initiatives (SEO, Ads, Email, Content) to boost brand visibility and qualified leads.
- Manage e-commerce platform, optimize listings & sales campaigns.
- Plan & execute digital campaigns aligned with revenue goals.
- Track performance via Google Analytics & Meta Suite to improve ROI.
- Collaborate across teams to deliver business-focused marketing.
- Leverage digital trends for growth strategies.

### Senior Digital Marketing Analyst in Morais City Trichy.

(Jan 2024 – Mar 2025)

Contributed to multiple Morais City projects, including:

1. **Morais TechHive** – digital branding and marketing support for the tech hub.
2. **Morais Media** – contributed to content strategy, branding, and digital outreach.
3. **Morais Booking** – enhanced digital presence and user-focused marketing for the booking platform.
4. **Morais International Business Park** – supported branding and digital communication for international business expansion initiatives.
- Strategized and implemented digital marketing campaigns in alignment with business goals.
- Led a team in creating high-quality, engaging content for digital platforms to ensure consistent messaging.
- Analyzed campaign performance using advanced analytics tools and optimized strategies for maximum impact.
- Developed comprehensive social media strategies, boosting brand visibility and engagement.

### Sr. Digital Marketing Specialist Intern-Inmakes Infotel, Kochi, Kerala (Sept 2023 – Dec 2023)

- Built a functional WordPress website for a digital marketing agency.
- Conducted competitor analysis and created audience personas for targeted marketing.
- Managed PPC campaigns with A/B testing to optimize performance.
- Tracked website traffic using Google Analytics to generate actionable insights.

### Assistant Professor & Digital Marketing/Media Coordinator Periyar Maniammai Institute of Science and Technology, Thanjavur (2019 – 2023)

- Educated undergrad/postgrad students in Software Engineering and Multimedia using modern teaching methods.
- Designed and managed digital marketing campaigns for institutional branding and outreach.
- Coordinated multimedia projects and promotional materials for university events.
- Acted as NSS Program Officer, organizing community development activities.
- Developed e-learning content for UGC online modules.

## CERTIFICATIONS

- Ahrefs SEO Training for All Levels
- Google My Business – Complete Listing Optimization Training
- Website Speed Optimization – Front-end + WordPress
- SEMRush SEO Toolkit Certification
- CapCutVideo Editing Certification
- Cybersecurity & Network Security – MSME Technology Development Centre
- How to start & Grow business through YouTube in MSME - Technology Development centre, Government of India organization.

## COURSE

- UI UX certification Course
- Advanced Digital Marketing with AI Integration
- Web Development Course
- Film Technology & Modern Advertisement 1 Years Course - Apex Academy, Tanjore
- Multimedia & Animation – 2 Year Course in Apex Academy, Thanjavur.
- Completed certified PGDCA courses in Apollo Computer Education.

## PROFESSIONAL DEVELOPMENT

### WORKSHOP

- Facilitated a Digital Marketing Workshop for the talented team at Kuviyam Mediaworks in Trichy.
- Presented a Five week workshop on "MAYA" in ADM college for Women(Autonomous),Nagapattinam.
- Acted as Resource Person on one week state level faculty Development Program For School Teachers conducted by Department of Education, PMIST

### SEMINAR/WEBINAR

- Presented a Paper on SMART Restaurant & Food Ordering in the international Conference on Mathematical Modelling,Applied Analysis & Computation organized by Department of Mathematics in Periyar Maniammai Institute of science and Technology, Tanjore.
- Presented a webinar on "ERP in Modern Industry" in Periyar Maniammai Institute of Science and Technology Thanjavur.
- Presented a webinar on "Google LMS System" in Periyar Maniammai Institute of science and Technology, Tanjore.

## DECLARATION

I hereby affirm that the information provided above is accurate and truthful, reflecting my dedication to maintaining integrity and professionalism.

Place:

Date:



Signature:  
(S. Kalaiselvan)