

S.KALAISELVAN

Digital Marketer | Multimedia Specialist |
| Web Developer |

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<https://kalaiselvan.in/>

[/kalaiselvandigitalmarketer/](#)

kalairk2201@gmail.com, Contact@kalaiselvan.in

Thanjavur, Tamil Nadu

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

Respected Hiring Manager,

I am writing to express my interest in your organization.

With over six years of experience in digital marketing, branding, and multimedia production, I have built strong expertise in strategy planning, campaign execution, lead generation, and performance optimization. I am confident in delivering measurable growth and contributing effectively to organizational success.

In my current role as Manager – Digital Marketing & SEO Strategy at RedSpider Web & Art Design, I handle SEO strategy, social media growth, content planning, and international market campaigns focused on Dubai and GCC regions. I work closely with teams to improve visibility, generate leads, and strengthen brand presence.

Previously, I worked as Senior Executive – Digital Marketing at CIPACA, where I managed end-to-end campaigns covering SEO, paid ads, email marketing, and e-commerce growth initiatives. Before that, I served as Senior Digital Marketing Analyst at Morais City, where I planned and optimized campaigns that improved engagement, brand awareness, and business growth through data-driven strategies. Earlier in my career, I worked as Assistant Professor and Digital Marketing Coordinator at Periyar Maniammai Institute of Science and Technology, where I handled academic responsibilities alongside institutional branding and multimedia initiatives.

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.

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 |



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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.V.M. SRI PUSHPAM COLLEGE.

EDUCATION



M.SC., IN COMPUTER SCIENCE (2017-2019)
- A.V.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.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:

Manager – Digital Marketing & SEO Strategy (RedSpider Web & Art Design -Dubai, UAE · Remote) (Sep 2025 – Present)

Handled multiple projects:

- RedSpider** – led SEO strategy, content planning, backlink growth, and search visibility improvement for UAE-focused services.
- RedSpider Design** – managed web design lead generation strategy, content optimization, and branding campaigns targeting Dubai market.
- GCC Gulf Hosting** – handled SEO, keyword strategy, web hosting promotional campaigns, and lead acquisition for hosting/domain services.
- Innovation Dynamics** – supported exhibition stand design and event marketing campaigns with SEO content, branding, and lead funnel strategy.

- Managed SEO strategy, keyword research, on-page & off-page optimization.
- Led social media marketing and brand growth campaigns.
- Coordinated with design/content teams for execution.
- Improved rankings, traffic, leads, and online visibility.
- Planned region-focused campaigns for Dubai, UAE & GCC markets.

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

Contributed to major CIPACA sub-projects, including:

- CIPACA Bargain** – supported digital marketing and branding for CIPACA's e-commerce product.
 - 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.

Senior Digital Marketing Analyst in Morais City Trichy. (Jan 2024 – Mar 2025)

Contributed to multiple Morais City projects, including:

- Morais TechHive** – digital branding and marketing support for the tech hub.
- Morais Media** – contributed to content strategy, branding, and digital outreach.
- Morais Booking** – enhanced digital presence and user-focused marketing for the booking platform.
- Morais International Business Park** – supported branding and digital communication for international business expansion initiatives.

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
- Completed certified PGDCA courses in Apollo Computer Education.

- 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.

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)