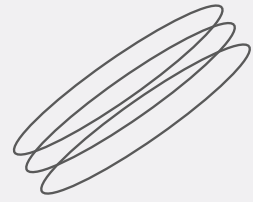


Athavan Nallan

Digital Marketing Specialist



ABOUT ME

Passionate digital marketer with over 3 years of experience in Analysing, managing and strategizing digital content. Expertise in creating engaging and effective content, as well as analyzing data to enhance brand and company online presence.

Contact

(226) 961-9059
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EDUCATION

2023 - 2024 Post - Graduate Certificate in
Durham Advertisement and Digital
College Media Management

2014 - 2018 Bachelor's in Engineering
Anna Mechanical Engineering
University

EXPERIENCE

2019 - 2022
Amazon
Development
Center

Digital content Associate

Responsible for performing variety of tasks related to content of the e-books on Amazon's Kindle devices.
- Providing feedbacks relating to the publisher and author improving Details Page of ebooks listed in Amazon.

2023 -
Petro-Canada
Part-time

Sales Associate

Responsible for customer service and ensuring safety and operational compliance for a secure and efficient store environment.

Certificates

Google Fundamentals of digital marketing

Google Data Analytics Specialization

Stukent Social Media Simternship

Navigating On-Page and Technical
SEO: A Semrush Deep Dive

Tools

- Microsoft Excel (Office)
- Google Analytics
- Semrush
- MailChimp
- Monday.com
- Meta Ads Manager
- Python, SQL

Skills

- Social Media Analytics
- Marketing Strategy Development
- Campaign Management
- Market Research
- Graphic Design
- SEO Writing
- Email Marketing

