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Coimbatore

CAREER OBJECTIVE

To join a progressive organization where I can utilize my skills, embrace challenges, and gain valuable experience while contributing to both personal and organizational development.

WORK EXPERIENCE

Goodbooks Technologies Private Limited / Coimbatore

Marketing Executive Trainee

[Marketing & sales Team]

[Apr-Sept] 2025

- Gained hands-on experience in data scraping using various scraping tools and LinkedIn for lead generation and industry connections. Utilized tools like IndiaMART, Lemlist, Lusha, Apollo.io, and SalesIQ for prospecting and outreach.
- Conducted cold calls to pitch products, engage prospects, and convert Marketing Qualified Leads (MQL) to Sales Qualified Leads (SQL). Scheduled and coordinated client meetings to support the sales pipeline.
- Created marketing content including website copy, blogs, posts, microsites, feature tours, and case studies.
- Executed email marketing campaigns using Mautic, improving engagement with targeted audiences and Cleaned, organized, and managed large datasets in Excel for accurate reporting and campaign analysis.
- Uploaded and managed website and microsite content using the Payload CMS tool.
- Acquired working knowledge of SEO, Google Search Console, Google Analytics, and Tag Manager.
- Gained hands-on exposure to CRM tools for managing leads and customer data and developed the understanding of ERP and HRMS products and their market positioning.

PROJECTS

- Cervical Cancer Detection using Vision Transformer and Colposcopy Images Designed and implemented a deep learning model leveraging Vision Transformer (ViT) architecture for cervical cancer detection. Utilized colposcopy image datasets for training and validation, ensuring high-quality preprocessing and augmentation for robust performance.
- Visage based student attendance system. Its objective is to detect faces in image or video streams and also check the features. The module used NumPy, OpenCV, pandas, ptt3x3.

AREA OF INTEREST

- Digital marketing
- Marketing Executive
- Human Resource Executive
- US IT Recruiter
- Marketing Analyst

SKILLS

- **Programming & Web Technologies:** HTML, CSS, Basic C Language
- **Microsoft Office Suite:** Word, Excel, PowerPoint, Outlook
- **Design & Prototyping Tools:** Canva, Figma
- **Marketing & Sales Tools:** Web Scraper, SalesIQ, Lusha, Lemlist, Apollo.io, IndiaMART, LinkedIn
- **Content & CMS Tools:** Payload, WordPress (Basic)
- **SEO & Analytics Tools:** Serpstat, Google Analytics, Google Search Console, Google Tag Manager
- **Email Marketing Tools:** Mautic, Mailchimp (Basic)
- **ERP & HRMS Systems:** Hands-on knowledge of ERP and HRMS solutions

EDUCATION

Bachelor of Engineering (B.E) in Computer Science and Engineering	2021-2025
Jai Shriram Engineering college, Tirupur District, Tamil Nadu. CGPA – 8.5	
Higher Secondary Certificate	2020-2021
Blue Bird Matric Hr. Sec. School, Tirupur District, Tamil Nadu. Percentage - 90.33%	
Secondary School Leaving Certificate	2018-2019
Govt Girls Matric Hr. Sec. School, Madurai District, Tamil Nadu Percentage – 85%	

PERSONAL QUALIFICATION

- Good Communication and Presentation Skills.
- Strong Interpersonal and Networking Abilities.
- Quick Learner with Adaptability to New Tools and Environments.
- Analytical Thinking and Problem-Solving Skills.
- Ability to Work Independently as well as Collaboratively in a Team.
- Time Management and Organizational Skills.
- Positive Attitude with a Strong Work Ethic.

DECLARATION

I hereby declare that the information provided in this resume is true and correct to the best of my knowledge.