

# SUJITHKUMAR C

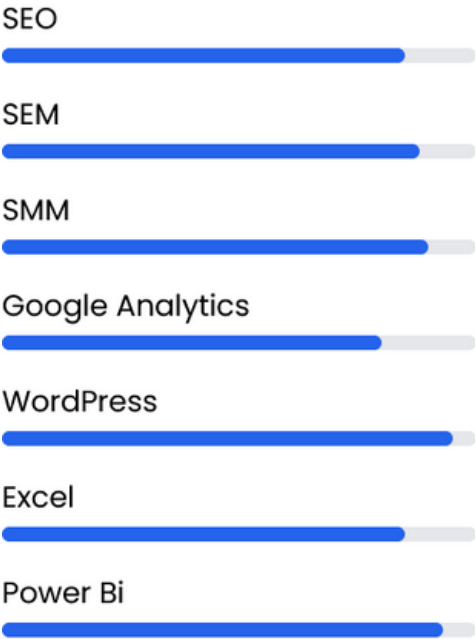
Aspiring Digital Marketing Specialist



## Contact Information

- ✉ sujithaf532@gmail.com
- ☎ (+91) 6379896959
- 📍 The Nilgiris, TN
- 🌐 [linkedin.com/in/sujithkumar-c](https://www.linkedin.com/in/sujithkumar-c)
- 🌐 [github.com/sujithkumar-c](https://github.com/sujithkumar-c)
- 🌐 [fxbysujith.com](https://www.fxbysujith.com)
- 🌐 [tastyflavurz.com](https://www.tastyflavurz.com)

## Skills



## Certifications

- 🎓 **Bachelor of Engineering in Mechanical Engineering**  
Anna University, Chennai | 2022
- 🎓 **Business Analyst and Digital Marketing (Currently Pursuing)**  
GUVI | 2025

## Professional Summary

Aspiring digital marketer with hands-on knowledge in SEM and SMM, focused on driving targeted traffic and increasing brand reach. Familiar with SEO tools for keyword research and optimization. Also skilled in using Power BI for basic data analysis and visualization. Eager to apply my knowledge and grow in a dynamic marketing environment.

## Experience

- **Insights for Digital Marketing Campaigns** 2025
  - **Tools Used:** Power BI, Excel
  - Collected data from Google Analytics 4 (GA4) and developed an insightful report highlighting key metrics
  - Built an interactive dashboard using Power BI to visualize user behavior, traffic sources, and campaign performance
- **Netflix Data Analysis** 2025
  - **Tools Used:** Power BI, Excel
  - Analyzed the Netflix dataset to uncover user trends, content popularity, and viewing patterns
  - Created interactive dashboards and visual reports to support data-driven content recommendations
- **SEO Audit to Action** 2025
  - **Tools Used:** Google Search Console, Google PageSpeed Insights
  - Conducted a comprehensive website audit for Tech Mahindra, focusing on both on-page and off-page SEO strategies
  - Evaluated technical performance, keyword optimization, and web page speed to enhance search visibility

## Education

- **SSLC** 2016  
St.Mary's High School, Gudalur
- **HSC** 2018  
Govt Higher Secondary School, Gudalur