




SREEJA GOPINATH

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Professional Summary

Motivated and creative digital marketing enthusiast with a solid foundation in SEO, social media strategy, email marketing, and content creation. Skilled in using digital tools like Google Ads, Meta Business Suite, and Canva to support brand growth. Quick to learn, data-driven, and passionate about building engagement through innovative digital campaigns.

Digital Marketing Skills

- Search Engine Optimization (SEO) & SEM
 - Google Ads & Google Analytics
 - Social Media Marketing (Meta, Instagram, LinkedIn)
 - Email Marketing (Mailchimp, Zoho Campaigns)
 - Content Writing & Visual Design (Canva, Adobe Express)
 - Keyword Research & Competitor Analysis
 - WordPress Basics, Blogging, CMS
 - Basic HTML/CSS Knowledge
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Projects & Practical Experience

Social Media Strategy for Local Boutique

- Designed Instagram content calendar for 30 days
- Created branded posts using Canva and increased follower engagement by 40%
- Used insights to schedule posts for better reach

SEO Optimization for Blog Site

- Performed keyword research using Google Keyword Planner and Ubersuggest
- Optimized blog structure and meta descriptions, improving site visibility

Email Campaign Design

- Designed promotional emails using Mailchimp templates
- Achieved 22% open rate and 5% CTR for newsletter campaigns

Education

M.Sc. Biotechnology

Bharathiar University, Coimbatore (2013–2015)

Languages

English, Malayalam, Hindi, Tamil

Strengths

- Creative thinker and quick learner
- Strong understanding of marketing tools and audience behavior
- Detail-oriented with a structured workflow
- Excellent communication and teamwork

