

Sowmiya Kumar| Digital Marketer

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ABOUT ME

Result-driven Digital Marketing Professional with hands-on experience in SEO, Google Ads, Social Media Marketing, and Content Strategy. Skilled in using Google Analytics, Search Console, and keyword research tools to drive visibility, engagement, and conversions. Strong understanding of consumer behavior and data-driven marketing, with a proven record of delivering measurable growth and campaign performance.

Work Experience

Management Trainee, Akshayakalpa Organics, PVT limited

Category Executive - 6 months

- Conducted in-depth market research and competitor analysis to support new product launches and pricing strategies.
- Took end-to-end ownership of key product categories, including sales performance, campaign planning, and market penetration and Collaborated with cross-functional teams (Product, Sales, E-commerce) to execute go-to-market strategies.

BTL- Below The Line - 6 months

- Led BTL activities and event execution, ensuring maximum footfall, engagement, and brand visibility within allocated budgets.
- Managed churn customer retention strategies, upto 30% including customer call follow-ups, personalized communication, and offer rollouts.
- Assisted in developing localized advertising plans aligned with regional preferences and market trends

Internship - Flipkart

- Supported the logistics team in streamlining supply chain operations, monitoring order fulfillment, and coordinating last-mile delivery processes.
- Gained hands-on experience in warehouse management, shipment tracking, and cross-functional communication to ensure timely and efficient deliveries

Educational Background

Masters of Business Administration - (HR and Marketing)

Karpagam College of Engineering - Coimbatore

B.COM (Corporate Secretaryship)

ANJA College of Arts and Science-Sivakasi

Technical Skills

- SEO
- SMM
- Google Analytics
- Google search Console
- SMO
- Google ads

Tools

- Ahrefs
- Semrush
- Uber suggest
- Screaming Frog

Languages

- English
- Tamil
- Telegu

Certification

- Digital marketing course certificate in SLA
- Certificate in Contemporary marketing
- AI in Marketing

Additional Information

Project

- Comprehensive SEO Optimization Project for Business Website

[Project link](#)

- Social media Content Marketing and Account Optimization Project

Portfolio

[Sowmiya kumar](#)