

# NEELA. V

DIGITAL MARKETER

## CONTACT

- +91 9361683414
- itsneela55@gmail.com
- Mayiladuthurai.
- [Portfolio Site](#)

## SKILLS

- On-page SEO Opt.
- Off-page SEO & Backlink Building
- Keyword Research
- Google Search Console
- Google Analytics
- Meta Ad Creation
- Google Ads
- WordPress site creation
- Canva
- Basic HTML & CSS

## LANGUAGES

- English
- Tamil

## CERTIFICATIONS

**Digital Marketing Course – CourseInn Academy (3 Mon)**  
Covered SEO, Meta Ads, Website creation, and tools like Canva, Google tools



## PROFILE

Eager and detail-oriented Digital Marketing Fresher with hands-on experience in SEO, Meta Ads, website creation, and backlink building. Eager to contribute to a dynamic marketing team by applying my skills and continuously learning new strategies to deliver impactful digital campaigns.



## INTERNSHIP AND PROJECT

**Digital Marketing Intern** FEB 17 – PRESENT  
CourseInn Academy, Chennai

- Completed a 3-month hands-on training program covering SEO, Meta Ads, WordPress, and content creation.
- Optimized websites using on-page and off-page SEO techniques.
- Practiced running Meta Ads, including creating single-image ads, setting budgets, and audience targeting.
- Learned WordPress website setup, plugin installation, and troubleshooting basic errors.
- Gained experience in using tools like GSC, GA, Canva.

**Digital Marketing (Freelance Project)** Feb 17 – PRESENT  
Makeup Artist Business

- Created a WordPress website for a friend's makeup artist business, showcasing key services.
- Performed on-page SEO by optimizing titles, meta descriptions, URLs, and image alt texts.
- Built off-page SEO through directory submissions and niche-related backlinks.
- Practiced Meta Ads by setting up single-image ad campaigns with targeted audiences.
- Used GSC to monitor indexing and fix technical SEO issues.



## EDUCATION

**Bachelor of Computer Applications (BCA)** 2021 – 2024  
DAAC College | Mayiladuthurai