



# S.Rajkumar

Ecomemerce Developer, Web Developer, Google Certified Digital Marketing SEO Manager

Senior Ecommerce website and SEO, Digital marketing Manager with over 10 years of experience. Well-acquainted with creating data-driven marketing plans, email campaigns, social media marketing , SEO services. Past experience includes web developing, wordpress, E-Commerce website and server maintenance. Experienced with implementing various production techniques to improve productivity. Excellent in coordinating with seniors and taking Projects.

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## WORK EXPERIENCE

### Web Developer and Senior Digital Marketing Manager

CodeBind Technologies, Chennai

09/2013 to till now //

- Well Experience in CMS (Wordpress, Joomla, Drupal) and E-Commerce (Magento, Opencart).
- Developing Websites using HTML, CSS, PHP, JavaScript, SQL, MySQL.
- Managing Projects and Team.
- Working in Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimisation (SMO), Social Media Marketing (SMM) for client and company websites.
- Improves On-Page SEO performance, resulting in page speed improvement and adding Online Chat with support.
- Working directly with company clients managing their Google Ads account and launched SEO campaign for high volume and long-tail keywords.
- Supported marketed team by content writing, editing in websites and Social medias.
- Directly visit client and getting business to company.
- Presenting Corporate workshop training in Andorid, Web Development and Digital marketing and Basic AWS in Colleges seminars.
- Hosting websites and maintaining websites, SSL certificate,

### Web Developer

Smarther Technologies, Chennai

06/2012 to 08/2013 //

- Designing using Adobe photoshop and Coreldraw.
- Developing websites using HTML, CSS, PHP, SQL and Mysql.
- Worked in CMS using Wordpress and E-Commerce..
- Corporate training and Organized Seminar for college students.
- Hosting and Server Maintenance.



## SKILLS

Google Ads

On-Page SEO

Off-Page SEO

Wordpress

Google Analytics

Google Tag Manager

PR

AWS

Google Search Console

HTML/PHP

SQL/MySQL

CMS

E-Commerce

Hosting

Teamwork

Copywriting

Supporting Backend



## CERIFCATES

- Certified Google Ads Search Certification by Google.
- Certified Google Ads Display Certification by Google.
- Certified Google Ads - Measurement Certification by Google.



## ACHIEVEMENTS

- Completed many Seminars and Workshops in many colleges.
- Received the title of “Best Support Developer” in MidhrasIT Solution, Chennai.
- Received the title of “Best Support and 100% Attendance” for the year 2018 in CodeBind Technologies, Chennai company.
- Received the title of “Hardworking and Dedicated Persons” in Febriz Infotech, Chennai company during Internship.



## LANGUAGES



Tamil



English



## S.Rajkumar

Ecommerce Developer,  
Web Developer and  
Digital Marketing Manager.



[www.rajkumarsethupathi.in](http://www.rajkumarsethupathi.in)



### PERSONAL DETAILS:

Father Name : C.Sethupathi  
Mother Name : S.Mangayarkarasi  
Date of Birth : 20.08.1990  
Gender : Male  
Permanent Address : 527, West Street,  
Athikkottai(PO),  
Pattukkottai(TK),  
Thanjavur(DT) - 614906



### EDUCATION

- **10<sup>th</sup> - Matriculation**  
Muvendar Matriculation Higher Secondary School - 2006.
- **12<sup>th</sup> - Higher Secondary Exams**  
Laurel Higher Secondary School - 2008.
- **Anna University BE - Computer Science & Engineering**  
Sri Sairam Engineering College, Chennai - 2008 to 2012.
- **Madras University MBA - Operation Management**  
Madras University, Chennai - 2015 to 2017.



### HOBBIES:

- Traveler,
- Fitness,
- Photography,
- Socializing,
- Playing.



### ROLE & RESPONSIBILITIES

- Client Meeting.
- Direct Marketing.
- Managing Team.
- Project Delivery.
- Server Maintenance.
- Recruiting candidates.
- Support Client and Customers.



### PERSONAL QUALITIES

- Ability to give the best result in pressure situations.
- Flexibility and Responsibility
- Time management, Teamwork, Organization Skills and Leadership.
- Creativity and Active Listening.
- Adaptability
- Project Management



### DECLARATION

I confirm that the information provided by me is true to the best of my knowledge and belief.

Place:

Date:

Signature

srajjal@gmail.com

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