

SUBASH M

Digital Marketing Professional

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- <https://digimahub.com>
- <https://subashportfolio.mobirisesite.com>
- <https://digimaofficial.blogspot.com>
- <https://aslanto-mendox.github.io/html-portfolio>

ABOUT ME

Actively looking for full time job with **5 years of experience in Financial Product sales** and Completed a **3 month hands-on internship in Digital Marketing**, delivering real-time SEO, Search Engine Marketing, social media marketing, and Wordpress website development. **Eager to join the team as a Digital Marketing Executive**, where i can continue to apply my expertise and contribute to the success of forward thinking company.

WORK EXPERIENCE

Digital Marketing Intern | Inmakes Infotech | Apr 2025 - Jul 2025

- Built SEO-optimized **Custom WordPress website** with HTML/CSS/JS , VS code and ChatGPT.
- Integrated GA4, GTM** & Search Console for insights.
- Conducted Competitor Analysis and keyword research for **SEO strategies and content creation**.
- Created **engaging content for various digital channels**, including blogs, social media, and websites.
- Managed and optimized campaigns across Google Ads, Meta Ads Manager for **lead generation with bid strategy setup**.
- Fixed Core Web Vitals** using lazy loading, WebP image, JS defer.

Business Consultant | ZET | Jan 2020 - Dec 2024

- Drove **affiliate link sales** for finance products via blogs & WhatsApp.
- Met monthly targets through Lead Generation.
- Conducted market research to identify new affiliate opportunities and potential partnerships like Cashkaro.

EDUCATION

B.E. Civil Engineering | SSIET | Chennai | 2018

- GPA: **6.0/10**

12th | Computer Science | Velammal Matric. HSS | 2014

- Percentage: **79%**

SKILLS

- SEO (On-Page, Off-Page, Technical)

SEM

SMM

Web Development

GMB

RankMath

GA4

GTM

Search Console

Bing Webmaster

Moz

Ahrefs

WordPress (Elementor/Gutenberg)

HTML

CSS

JS

Blogger

GitHub Pages

Manual Testing

Selenium (basic)

Core Java (basic)

Research

Creativity

Communication

Wpmu Dev

Filezilla

Xampp

Tag Assistant

Canva

LANGUAGES

- English
- Tamil

COURSES

- IBM Web Development Fundamentals** | Credly | Present
- Digital Marketing** | Inmakes Infotech | Apr 2025
- Software Testing** | Infomats Technologies | Apr 2023

HOBBIES

- Researching on discounts** in products
- identifying bugs in checkout** or Coupon section

INTERNSHIP

Digital Marketing Internship | Inmakes Infotech | Apr 2025 - Jul 2025

- Proven **track record of increasing site performance (PageSpeed 45 → 97)**.
- Adept at using tools like RankMath, Google Analytics (GA4), Google Tag Manager, WordPress (Elementor & Gutenberg), google Ads, Meta Business Suite, Meta Ads Manager