

# RAMADEVI A

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## SUMMARY

Ambitious MBA graduate with expertise Marketing and Finance, seeking to drive business growth through strategic insights and process optimization. Eager to contribute to financial effectiveness and innovative marketing initiatives.

## EDUCATION

### Sri Sairam Institute of Technology

Master of Business Administration, CGPA 8.4

Aug 2023 - Jun 2025

Tamparam

### Bon secours college for women's

B.com (General), CGPA 7.5

Sep 2020 - May 2023

Thanjavur

## INTERNSHIP

### Digital Marketing, Smart roofs and fabs

JAN2025 - MAY2025

- Performed competitor analysis and identified SEO gaps using tools like Ubersuggest and Google Search Console.
- Executed off-page SEO activities including backlink submissions and directory listings.
- Conducted on-page SEO audits to optimize meta titles, descriptions, and keywords.
- Assisted in monitoring website performance through Google Analytics and Search Console.

## PROJECTS

### SEO & Competitor Analysis: A strategic approach to the Modern Business.

- Conducted an in-depth study** on how SEO strategies combined with competitor analysis enhance digital visibility for businesses.
- Collected primary data** through surveys, analyzed current SEO trends, tools, and content strategies using statistical methods like Chi-square tests.
- Provided actionable insights for businesses to improve **search engine rankings** and online competitiveness.

### A study on Marketing Department of Suzuki

- Analyzed Suzuki's segmentation, targeting, positioning**, and marketing mix to understand its brand strategy in the competitive automobile market
- Gained practical exposure** to both digital and traditional promotional methods used for customer engagement and sales enhancement.

## SKILLS

- Tools Proficiency:** Google analytics, google search console, Ahrefs, ubbersuggest, MS EXCEL, MS WORD, Tally Prime, SPSS
- Soft skills:** Communication, Team work, Efficient Time Management, Flexibility
- Technical skills:** SEO, Competitor Analysis, Social Media Marketing, Content writing
- Typing Speed:** 38-40 WPM (90% Accuracy)
- Language:** English, Tamil

## ADDITIONAL INFORMATION

**Certifications:** NPTEL - Consumer Behaviour, Customer Relationship Management, Introduction of GST, Business Analytics Basic

**Activities:** Organized symposium 2023 in Sri Sairam Institute of Technology. Published Research Paper entitled A study on SEO and Competitor Analysis, rendered Emersion Project title as Swadhar Greh