

Contact

Coimbatore
sanathkumar.dmech@gmail.com

www.linkedin.com/in/sanathkumar-duraisamy (LinkedIn)

Top Skills

amazon video ads
Business Analysis
Data Visualization

Languages

Tamil (Native or Bilingual)
Kannada (Native or Bilingual)
Malayalam (Limited Working)
English (Professional Working)

Certifications

Building a Business Presence With Facebook Marketing
Introduction to Search Advertising
Introduction to Data Analytics
Digital marketing
Amazon Retail for Advertisers Certification

Sanathkumar Duraisamy

Marketplace | Amazon Marketing & Advertising | Amazon PPC, SEO & Store# Expert | Flipkart Ads | Power BI | Shopify | Digital marketing
Coimbatore, Tamil Nadu, India

Summary

Very much passionate about digital marketing industries and brand the products with use of digital platform for a longer period. Love to be a part of this community of this multi medium segment to understating the value chain of the process from design to showcase the product or service.

Experience

CAMDEW - The Digital Branding Company

2 years 6 months

Assistant Manager - Digital marketing

January 2022 - Present (1 year 10 months)

Coimbatore, Tamil Nadu, India

- competitor analysis.
- Keywords research.
- Marketplace product listing and optimizing.
- Enhance brand content (A+ content) and Amazon store speaslist.
- Schedule and optimize Amazon & Flipkart ads campaigns.
- Analyse campaign performance against key metrics and implement optimization to increase efficiency.
- Regularly monitor the campaign performance, in-depth reports, and activities used for future campaigns.
- Troubleshoot any technical or implementation issues, collaborating with internal teams for a quick solution.
- E-commerce (Shopify) front-end developer
- Build a solid relationship with clients displaying a dedication to delivering exemplary service and online advertising solutions.

Project Lead - Digital marketing

May 2021 - December 2021 (8 months)

Coimbatore, Tamil Nadu, India

- Designing a mobile-friendly WordPress website.
- Meet with the client for project discussion.

- Theme selection based on client requirement or industry.
- Worked on bug fixing and enhancing products.
- Worked on several products as admin and resolve customer queries.
- Optimize product advising on the company website and all-digital platform.
- Schedule and optimize social media campaigns for Facebook and Google.
- Tracking and generating reports for conversion rates.

Homes & Rooms Furniture

Marketing & Sales Coordinator

March 2020 - August 2020 (6 months)

Abu Dhabi, United Arab Emirates

Reporting to the management on the workflow of the projects including marketing, sales, execution, customer support.

Responsible for coordination between the teams like marketing & sales, finance, Execution.

Design approvals for marketing collaterals.

Coordination with the Management for ROI for each project on weekly basis.

Coordination with vendors for advertising, creatives, execution.

Coimbatore Potteries And Refractories

Supervisor - Coordination, Design, Production, Planning & Quality

August 2018 - February 2020 (1 year 7 months)

Coimbatore Area, India

Directly reporting to Managing director.

Coordination of workflow reports to the management. Product designing using AutoCad. Drawings issued to process and production departments.

Account Management like production plan, review, progress, customer delivery on weekly basis.

Reviewing on planning and performance reports for very large clients like SRVC, Salzer, San Precision, etc.

Fixing timeline for delivery to customers based on the order and follow up with a quality process

Motivating Departments to attain their maximum capacity and on-time delivery as per the requirement.

Harita Fehrer Ltd. (TVS Group)

PED (production engineering department) - internship

December 2017 - February 2018 (3 months)

Hosur, Tamil Nadu, India

Project Title - High Tool Changeover time in linear carousal (LC)

Reducing Waste Time(non value activities) by 30% during intern period at Harita Ferher Ltd by implementing a quality tool.

In a LC - Long fibre injection moulding time reduction using new tool change over time.

Reduced the changeover time from 583 mins to 340 mins.

Education

United Institute of Technology, student at Anna University
Coimbatore

Bachelor of Engineering - (BE), Mechanical Engineering · (2015 - 2018)

SRI RANGANATHAR INSTITUTE OF POLYTECHNIC COLLEGE,
COIMBATORE

Diploma, Mechanical Engineering · (2012 - 2015)