

Sivakami Muthukumar

Creative Content Writer | Social Media Manager | Poet | Canva Designer

Experience

Creative Content Writer

Created and managed social media accounts for small business clients. Increased a clients' digital presence and customer interaction by 123%

Freshie_Speaks.
Present - Aug 2021

Digital Marketer

Contributed ideas for digital marketing campaigns for Ngo's like Gurusidak Foundation and INDRA Trust. Responsible for managing and creating their social media accounts.

Gurusidak Foundation
Oct 2021- Sept 2021

Gurusidak Foundation
Sept 2021- Apr 2020

Education

Social Marketing Certificate Course

Final Output received a grade of 85% + and hold an excellency certificate
Part of the Top 5% of the class"

My captain
Aug 2021-Aug 2021

Bachelor of Aeronautical Engineering

University Topper with CGPA 8.35 and Distinction rank holder

Anna University
Oct 2020 -Aug 2016

I'm a very extroverted person who likes to connect with people. I love creating an effective content that speaks value for itself and the brand

I believe in being kind to myself and everyone

Contact

Meenakshimuthukumar10@gmail.com
8248185505

LinkedIn:

<https://www.linkedin.com/in/sivakami-muthukumar-b45101210>

Skills & Expertise

- Raising brand awareness
- Proficiency in LinkedIn and Instagram
- Certified by Cambridge University for English Skills
- Keen eye for effective digital marketing strategy

Achievement

Published Co-author

[Silenced souls](#)

Published in Google play books:

https://play.google.com/store/books/details?id=T-M_EAAAQBAJ

Personal LinkedIn Branding

LinkedIn Account Branded and Optimised within 3 months up to 12K+ Followers