



# Jayakumar M

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 90922 - 49689

## OBJECTIVE

Looking for an opportunities to incorporate my skills and training to help the Organization and grow parallel with it where I grab the experience to realize my potential by exploring the various aspects of this field.

## EDUCATION

**MASTER OF BUSINESS ADMINISTRATION**  
at CARE Business School, Trichy

**BACHELORS IN COMPUTER SCIENCE**  
at National College, Trichy

## WORK EXPERIENCES

### **AR analysts**

Omega Healthcare , Trichy  
(2021-2022)

## SKILLS

### **Technical skills**

- Ms Word
- Ms Power point
- Ms Excel
- Tableau

### **Soft skills**

- Problem solving
- Critical Thinking
- Active listening
- Story Telling
- Decision making

## ACHIEVEMENTS

- Placement cell - Student coordinator
- Participated in Mun
- ARISTA THE FIESTA - Overall Coordinator
- Coordinator in HR Club
- Winzo team event co- ordinator

## INTERNSHIP

**SUMMER INTERN AT INTERNEST AGENCY, TRICHY**

- I actively contributed to **digital marketing** initiatives, gaining valuable experience in the field
- Spearheaded social media management, utilizing **analytics tools** to optimize content and boost engagement
- Applied **analytical skills** to assess campaign performance through Google Analytics, providing actionable insights for continuous improvement in **marketing strategies**

## CERTIFICATION

- MICROSOFT EXCEL - BEGINNER TO EXPERT 2023
- AFFILIATE MARKETING FOR BEGGINERS 2023
- GOOGLE ADWORS CRASH COURSE
- GOOGLE ANALYTICS