**GIRISH NAYYAR**

**PPC Campaigns | Web Analytics | Content Marketing Strategy**

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**Address**: Flat no 10, 3rd Floor, ABC Apartment, Nungambakkam,   
Chennai, Tamil Nadu 600034.

**CAREER OBJECTIVE**

Highly motivated B.Tech Mechanical Engineering graduate with a solid understanding of technical concepts and a keen interest in digital marketing. Looking to apply my analytical skills and engineering perspective to manage PPC campaigns, develop content marketing strategies, and support initiatives that enhance brand awareness and digital presence.

**EDUCATION**

* B.Tech Mechanical Engineering, 2023 | XYZ Institute of Technology, 7.8 CGPA
* Intermediate (MPC), 2019 | Nalanda Jr College, CGPA 8.1
* Secondary School (Class 10), 2017 | LMN High School, 7.9 CGPA

**PROFESSIONAL SKILLS**

* PPC Campaign Management
* Content Marketing Strategy Development
* Brand Awareness Campaigns
* Web Analytics & Traffic Analysis
* Digital Public Relations
* Online Event & Webinar Coordination
* Market & Competitive Analysis

**INTERSHIP EXPERIENCE**

***Marketing Intern | DEF Digital Solutions, Chennai | June 2022 - August 2022***

* Learned the intricacies of managing Pay-Per-Click campaigns.
* Assisted in the development and execution of content marketing strategies.
* Participated in digital branding initiatives to increase company visibility.
* Monitored web analytics to suggest improvements for online campaigns.
* Supported the digital PR team in their online communication efforts.
* Helped organize and coordinate online events and webinars.
* Performed competitive analysis reports for internal strategy meetings.

**CERTIFICATIONS**

* Google Ads Certification
* Content Marketing Course Completion

**PROJECTS**

***B.Tech Final Year Project (Apr 2022 – May 2022)***

* Engineered a prototype that automated small-scale manufacturing processes, incorporating elements of digital control and monitoring.

**PERSONAL INTERESTS**

* Staying up-to-date with the latest technology advancements
* Volunteering for community clean-up drives
* Participating in local cycling events

**PERSONAL DETAILS**

Father’s Name : Ramesh Nayyar

Date of birth : 25 Aug 20001

Gender : Male

Nationality : Indian

Marital Status : Unmarried

Languages Known : English, Tamil

Hobbies : DIY Project, Reading tech blogs, Cycling

**DECLARATION**

I hereby declare that all the information provided above is true to the best of my knowledge and belief.

Place:

Date: Signature