

SAAI BOOPATHY P

RAJAPALAYAM, TAMILNADU, INDIA • 626117

saaisajith11@gmail.com • www.linkedin.com/in/saaiboopathy • +91 7667676973

SKILLS & EXPERTISE

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|--|----------------------|-----------------------|
| • Digital Marketing and SEO
Keyword Research | On-page Optimization | Content Writing |
| • Marketing Platforms
Google Analytics | WordPress CMS | Google Search Console |
| • Business Development
Lead Qualification | Client Communication | Zoho CRM |

EXPERIENCE

Marketing and Communication Intern (Autoprint Machinery Manufacturers, Coimbatore)

- Qualified leads and initiated contact with potential clients on IndiaMart and other platforms to drive business growth.
- Crafted compelling marketing materials and sales collateral to persuasively communicate product benefits and advance deals.
- Supported website optimization initiatives through content creation to boost site traffic and conversion rates.

PROJECTS

1. A Study on B2B Lead Generation Through Online Platforms (Autoprint Machinery Manufacturers, Coimbatore)

- Conducted a study on B2B lead generation effectiveness across online platforms.
- Analyzed lead volumes and conversion rates on Indiamart, the company website, and Facebook.
- Provided actionable insights for optimizing online marketing and lead conversion strategies.
- Utilized CRM data and customer feedback to assess the impact of online presence on lead generation.

2. Search Engine Optimisation

- Launched and managed a website to gain SEO and digital marketing experience.
- Implemented on-page and off-page strategies to improve domain authority and rankings.
- Designed and customized a responsive website using WordPress and Elementor.

3. Entrepreneur Immersion Programme

- Identified key emerging startups and entrepreneurs in Southern Tamil Nadu through professional networking and community platforms such as Tamilpreneur and government platforms like Startup TN. (Firms Featured: Crazy Coconut, Loop’N’Mycus)

LEADERSHIP

Head Organiser (Star Gaffers – Best Manager Event)

- Organized and led the "Best Manager" competition, utilizing creative formats and managing a team to conduct rounds that effectively assessed critical thinking and presentation skills in participants.

EDUCATION

Sri Krishna College of Engineering and Technology, Coimbatore. MBA, 2022 - 2024

Kalasalingam Academy of Research and Education, Krishnankoil. B.Sc. in Computer Science, 2022

CERTIFICATION

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|---|---|
| • NPTEL Certification in Marketing Management | • Google Certified in Fundamentals of Digital Marketing |
| • Advanced Content Marketing SemRush | • Microsoft Technology Associate Python |