

Gopi Krishna S

Dindigul, Tamil Nadu | Ph: +91 8870230161
Email krishnasgopi930@gmail.com | [Linkedin](#)



OBJECTIVE

"Dedicated MBA graduate specializing in marketing and finance, seeking to leverage analytical skills and strategic insight to drive business growth. Aiming to develop innovative marketing strategies and optimize financial performance within a dynamic organization."

EDUCATION

- | | |
|--|--|
| • MBA (PG)
CGPA: [8.0] | Hindusthan Institute Of Technology
2023 – 2025(Coimbatore) |
| • B.Sc in Chemistry
(UG) CGPA: [7.9] | G.T.N Arts College
2020 – 2023(Dindigul) |
| • Higher Secondary Education (12th Grade)
Percentage: 67% | Thambithottam Higher Secondary School
(State Board) 2019 – 2020(Dindigul) |
| • Secondary Education (10th Grade)
Percentage: 75% | Thambithottam Higher Secondary School
(State Board) 2018 – 2019(Dindigul) |

PROJECTS

- A Report On Study Of Marketing And Activity At Hiranmayee Rubber Private Limited.
- An Organisational Study Of Irulappa Mills India Private Limited (Gain-Up Pvt Ltd).
- Studies On Removal Of Malachite Green From Aqueous Solution By Adsorption Using Low Cost Adsorbents Completed This Project Completed On My UG.
- Rural innovation project on “Multipurpose Utility Cloths”.
- Social immersion project on “Textile Waste Management”.

INTERNSHIP'S AND TRAINING

Marketing Internship on Shiva Mills Limited:

- Gained practical exposure to the textile and spinning industry's marketing functions.
- Understood the structure and flow of B2B marketing operations in the textile sector.
- Learned how the marketing team coordinates with production, sales, and logistics departments to fulfill client requirements.
- Observed the process of market research, competitor analysis, and pricing strategy in real time.
- Assisted in preparing sales reports, customer follow-ups, and updating client records.

Marketing Internship on Gainup Technotek Limited:

- Input customer data into CRM systems or marketing automation software.
- Assist in preparing marketing campaign reports and sales summaries.
- Assist with organizing and managing customer profiles, marketing materials, and sales records.

Digital Marketing Internship on Yhills (online):

- Introduction to Digital Marketing.
- Digital Marketing Basics, Digital Branding & Website Building.
- Keyword Research ,Creating valuable content (articles, blogs, social media) that attracts and engages customers.
- Basics of Branding, Building a Brand Identity.

- Online Presence,Storytelling in Digital Branding.
- SEO (Search Engine Optimization): Optimizing content so that it ranks higher on search engines like Google.
- Advertising: Paid promotions like Google Ads or social media ads that directly target customers.

COURSE'S AND CERTIFICATION'S

Skill up By Simplilearn

Data Science With Python

- The learning consist of Introduction to Data Science, Python for Data Science, Understanding the Statistics for Data Science , Predictive Modeling.

Data Analytics

- Up skill , Online Training
Successfully Completed given task like Data Quality Assessment, Data Insights, Data Visualization.

Web Development

- Scaler Topics
 - Successfully Completed given task like HTML , CSS , Java script.
 - Successfully Completed Basic For Python.

TECHNICAL SKILLS

- SEO (Search Engine Optimization).
- PPC Model.
- Google Ads ,Google Analytics ,Google Search Console.
- Email Marketing: Mailchimp
- Content Marketing: WordPress
- Power-BI (Basic).
- Python (Basic), Javascript (HTML,CSS,NODE-JS).
- MS-Office(MS-Word,MS-Excel.MS-Powerpoint,MS-Publisher).
- Business Analysis.

SOFT-SKILLS

- Branding.
- Problem Solving.
- Decision Making.
- Collaboration.
- Team Management.
- Creativity.

ADDITIONAL

Interests: Marketing, Finance And Web Development.

Languages: English, Tamil.

Certifications: The Complete Business Analysis (Linkedin.com) , Lead Like A Boss(Linkedin.com).

DECLARATION

I hereby declare that the information provided in this resume is true and accurate to the best of my knowledge. I take full responsibility for the authenticity of the details mentioned above.

Signature:

