

VIRUTHAMBIGAI RAJASEKARAN

MBA (Marketing & HR) | Digital Marketing | Business Development

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CAREER OBJECTIVE

MBA graduate seeking an entry-level role in Digital Marketing, Marketing, or Business Development within an IT/software environment. Interested in brand promotion, lead generation, content strategy, and customer engagement to support business growth.

EDUCATION

- 1 MBA (Marketing & HR) – Periyar Maniammai Institute of Science and Technology | CGPA 8.8 | 2023–2025
- 2 B.Com – A.V.C College (Autonomous) | CGPA 8.3 | 2020–2023

ACADEMIC PROJECT

Impact of Employer Branding on Talent Attraction and Retention – Conducted survey and regression analysis and suggested digital strategies to improve employer visibility and engagement.

SKILLS

- 1 Digital Marketing, Social Media Campaigns, Content Strategy, Brand Promotion
- 2 Lead Generation, Client Communication, Market Research
- 3 MS Office, Canva, Google Workspace, Excel Analytics

CERTIFICATIONS

- 1 Advanced English Communication – British Council (B2)
- 2 Senior Grade Typewriting (English) – First Class
- 3 Diploma in Computer Application (DCA)

ACHIEVEMENTS

- 1 Top 10% in MBA academics
- 2 Led college marketing event increasing participation by 25%
- 3 Presented paper on Employer Branding at intercollegiate seminar