

# ARTHI CHINNATHAMBI

DIGITAL MARKETING & AUTOMATION/BUSINESS STRATEGIST

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## PROFILE SUMMARY:

Myself Arthi Chinnathambi, a proficient Digital Marketer & a budding Business strategist from India. Here is a quick profile history of myself

- Technical associate & Digital Marketer, India First Robotics, Chennai, India:
  - With the excellent guidance & support from the Management, got the opportunity to ignite my journey of being a full-time digital marketer.
- DOXC Technologies, Chennai, India:
  - In this new-to-road startup based out of India was run by a group of varied individuals from different countries like India & Ireland. Thanks to this startup, which let me put my skills of digital marketing in to a challenging environment under their two serious projects, 'DOXC Ecommerce Portal' and 'Pranikal- The pet Stop'.
- Freelance Writer, a pitstop at the time of pandemic:
  - One year of freelancing, promoting various digital assets including Websites, Ad Campaigns, Social media posts, articles, etc. via modern & trendy content curation, campaigns & more.
- Faspin Technologies, Punjab, India:
  - Restarted the full-time job as ORM (Online reputation management) writer & marketer in the North Indian Corporate 'Faspin Technologies' -Punjab.
- YellowThemez, Chennai, India:
  - Ventured into the realm of leadership, management & marketing manager by being a "Solution Strategist and Digital Marketing Expert" in the reputed Start-up company (YellowThemez) Chennai.
- Kites solutions, Toronto, Canada:
  - Started to put my skills of digital marketing to a global workspace by joining this Canadian startup, Kites solution.
- NPS Consulting, Bangalore, India:
  - Using my skills on business strategist, research & marketing, worked as a freelance research report guide to MBA, PHD, MSc Grads from UK & US.
- SabPaisa, NewDelhi, India:
  - SabPaisa, one of the leading fintech startups based out of India with around 400% revenue growth in the recent years. Working as a full-time digital expert (Marketing, Automation, Content & Media) in this renowned company.

- Not to ignore, I got the opportunity to be a direct assistant to [Mr. Abhimanyu Jha](#), a renowned Marketing leader with 15+ years of experience, IIT/IIM alum, chosen as one among the top 100 marketing leaders in the world marketing congress of 2016.
- Beyond all, to enhance my skills of marketing in the angle of financial planning, pursuing MBA in Financial services management in the national reputed institution, Anna university, Tamilnadu.

## LANGUAGES:

- TAMIL (Native, Mother tongue)
- ENGLISH (Expert, proficient)

## SKILLS:

- Digital Marketing
  - SEO-Search Engine Optimization
  - SEM – Search Engine Marketing
  - CMS- Content Management Systems
  - SMO-Social Media Optimizations
  - SMM-Social Media Marketing
  - Ad – Copy writing, Ad budgeting & campaigning
  - Email Marketing – Building, optimizing, nurturing
  - Analytics – Google analytics, other tools – As per need
  - Ghost writing – Book creations
  - B2B Lead Generation – Social Channels, Email, & Media
  - PR Media
- AI Proficiency
  - ChatGPT (3.5 & plus) prompting
  - AI content Generation – Writecream(Pro), Copy.ai, Perplexity.ai, etc.
  - AI Image generation – Midjourney(Pro), Leonardo AI, Bing AI, etc.
  - PPT – Tome.ai, etc.
  - General prompting for AI Chat models
- Design & media – Basic tools like Canva.
- Learning management systems for Teams
  - Tools like Coassemble, etc.
  - Prep, build, & manage LMS units
- Personal Branding
  - Handling top CXO social media handles
  - Create, publish contents for top profiles
- Team Management
  - Team building

- Cross-working
- Project management – Trello, Jira
- Client Handling
  - Manage & nurture client journey
  - CRM – Helpwise, Clientjoy, Trello
- Technical skills
  - HTML
  - Java - Beginner

## WORK EXPERIENCE:

### TECHNICAL ASSOCIATE at INDIA FIRST ROBOTICS, CHENNAI

\* July 2019 – December 2019

1. Assisted the organization with digital marketing idea generation
2. Support & perform as key contributor in generating leads

### FREELANCER

\*Jan 2020-December 2020

1. Freelancing in Digital marketing – Content curation, campaign building & DM setup for small to medium sized companies
2. Freelancing for digital business – Small business plan & strategizing, Product documentation, Sales pitch, etc.

### DOXC Technologies, Chennai – Full time

\*JAN 2021-APRIL 2021

Performed my role as a ‘Digital marketing’ intern with diligence and creativity. The hands-on experience in this role has moulded my digital marketer career and completed the internship with good appreciation from the young start-up team.

### ORM-, FASPIN TECHNOLOGIES

\*MAY 2021-JULY 2021

To enhance and extend my skills in the digital marketing and content writing field, I worked as a ‘ORM’ for a period of 2 months. This helped me to groom my skills in digital marketing and gave exposure to global business field of marketing and promotions through web contents.

### SOLUTION STRATEGIST & DIGITAL MARKETING EXPERT

\*AUGUST 2021-SEPTEMBER 2021

With the help of untiring path of continuous learning and work experience got from past managements, got the opportunity to excel my career as a “Business Solution Strategist and Digital Marketing Expert”. Through this role, I got to highlight my leadership skills, Team management, Quality Checking, Brand Keeper and client Management as well.

## Digital Marketing, Content & Automation Expert - SabPaisa

Jan2022\* to till date

- Through the growing trend of automation and under the guidance of a 'Best Marketing leader Awardee – Mr.Abhimanyu Jha', making a change in the fast-growing technology based company – SabPaisa
- My primary role includes but not limited to, prime digital marketing activities, campaigning, B2B lead generation campaign, Social Media profile handling, & more.

## EDUCATION:

### COLLEGE: (Post Graduate)

ANNA UNIVERSITY, CHENNAI (MBA-FINANCIAL SERVICES MANAGEMENT)

\* June 2021 – till date (Completed 2 semesters - No Backlogs till date)

- Exploring the world of finance which serves as the integral part of economy

### COLLEGE: (Under Graduate)

SRI MUTHUKUMARAN INSTITUTE OF TECHNOLOGY, Chennai -BE (ELECTRONICS AND COMMUNICATION ENGINEERING)

\* June 2015 – April 2019

- Completed degree in FIRST CLASS with 76% having no backlogs.
- Project done in Robotics domain-'Air quality checker-device'.

## INTERNSHIPS:

- TECHNICAL SUPPORT at THULIR TECHNOLOGIES, CHENNAI.
- INDUSTRIAL VISIT at BSNL, CHENNAI.
- INDUSTRIAL VISIT at DOORDHARSHAN, CHENNAI.

## NOTABLE CERTIFICATIONS

- GOOGLE ADS CERTIFICATION
- FUNDAMENTALS OF DIGITAL MARKETING CERTIFICATION EXAM, GOOGLE.
- AI TO THE EDGE, INTEL.
- DIGITAL MARKETING, UPSKILL.
- EMBEDDED, PHOTON TECHNOLOGY.

- MATLAB, PHOTON TECHNOLOGY.
- DIGITAL MARKETING EXECUTIVE INTERNSHIP, DOXC.

## EXPERIENCE LETTERS:

- Technical Associate, India First Robotics
- Digital Marketing Executive, DOXC
- Solution Strategist and Digital Marketing Expert, YellowThemez.

## HONORABLE PARTICIPATIONS:

- ATTENDED CONFERENCE AND PRESENTED PAPER IN THE NAME OF 'AIR QUALITY MANAGEMENT'.
- PUBLISHED JOURNAL IN 'INTERNATIONAL JOURNAL OF RESEARCH IN ENGINEERING, SCIENCE AND MANAGEMENT.
- PRESENTED PAPER IN 'AUGMENTED REALITY' IN SRM COLLEGE OF ENGINEERING, CHENNAI.

## HONORS:

### ACADEMIC MENTIONS:

- AWARDED FIRST RANK HOLDER-SECONDARY SCHOOL.
- ORATORICAL COMPETITION -FIRST PRICE HOLDER.
- DEBATE FIRST PLACE HOLDER-HIGH SCHOOL.
- WINNER IN STORY WRITING -CHENNAI CITY LEVEL-SECONDARY SCHOOL.
- DEPARTMENT TOPPER, COLLEGE-UG
- LEAD OF 'WOMEN HARASSMENT CELL', COLLEGE-UG
- EVENT ORGANISER IN COLLEGE CULTURAL, COLLEGE-UG
- COLLEGE MAGAZINE/ EDITORIAL LEAD -COLLEGE-UG

### WORK MENTIONS:

- Award: Ace of Initiative, SabPaisa, Delhi, India.
- Award: Go that extra mile, SabPaisa, Delhi, India.
- Award: Consistent performer, SabPaisa, Delhi, India.

**DECLARATION:**

I, hereby declare that all the information provided above is true and authentic to my knowledge.

-ARTHI CHINNATHAMBI.