

HELLO! THIS IS MY

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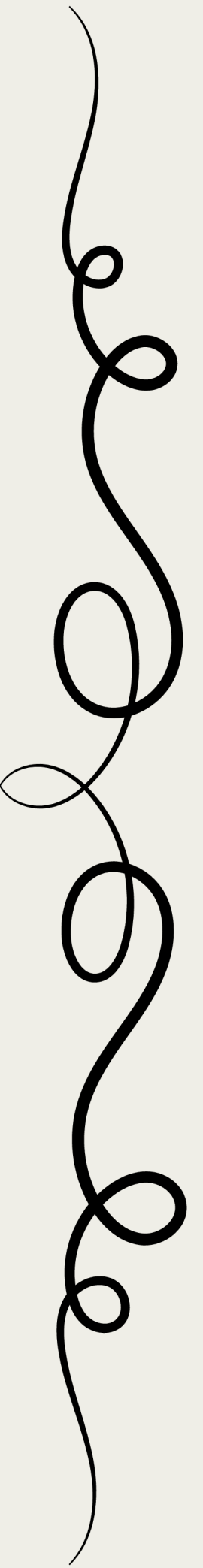
# PORTFOLIO

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*Dharshini C*

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# MY PROFILE

I'm Dharshini, a creative and curious digital marketing enthusiast who enjoys turning ideas into meaningful digital experiences. I'm passionate about storytelling, content creation, branding, and designing visuals that connect with people. What draws me to marketing is the ability to blend creativity with strategy and create something that leaves an impact.

I enjoy exploring new ideas, learning continuously, and expressing creativity through design tools like Canva, social media content, and campaign planning. I'm someone who believes marketing is not just about promotion, but about making people feel understood, connected, and inspired. This portfolio is a glimpse into my learning, projects, and the passion that drives me to keep creating and evolving.

# SOFTWARE TOOLS

# PLATFORMS

Canva

Google Analytics 4



Ads Manager

ahrefs

Trello

amazon  
kindle

direct  
publishing



Google Ads

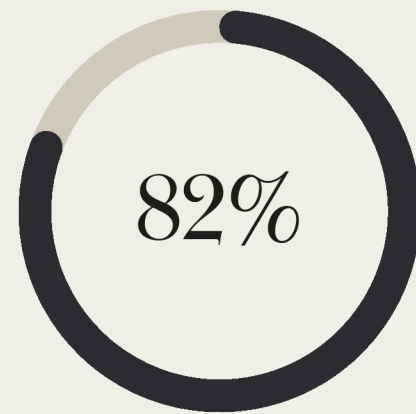
Google  
Search Console



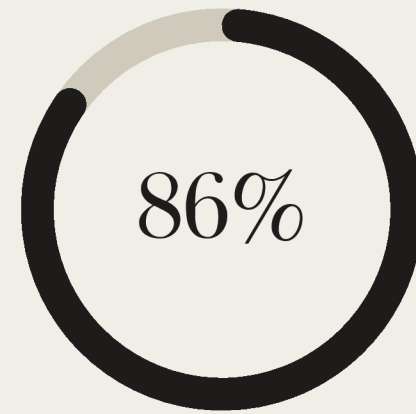
# GOOGLE CERTIFIED DIGITAL MARKETING COURSE



# Technical Skills



SEO & SEM



Content Plan &  
Management



Data Analysis



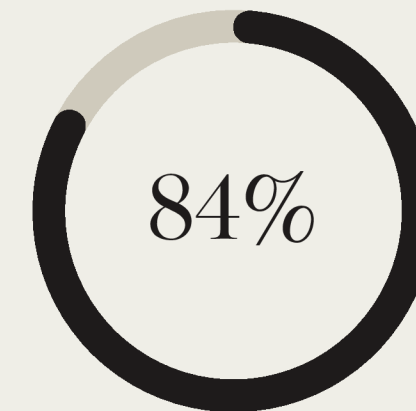
Digital Advertising



Digital Business  
Strategy



Branding



Graphic Design



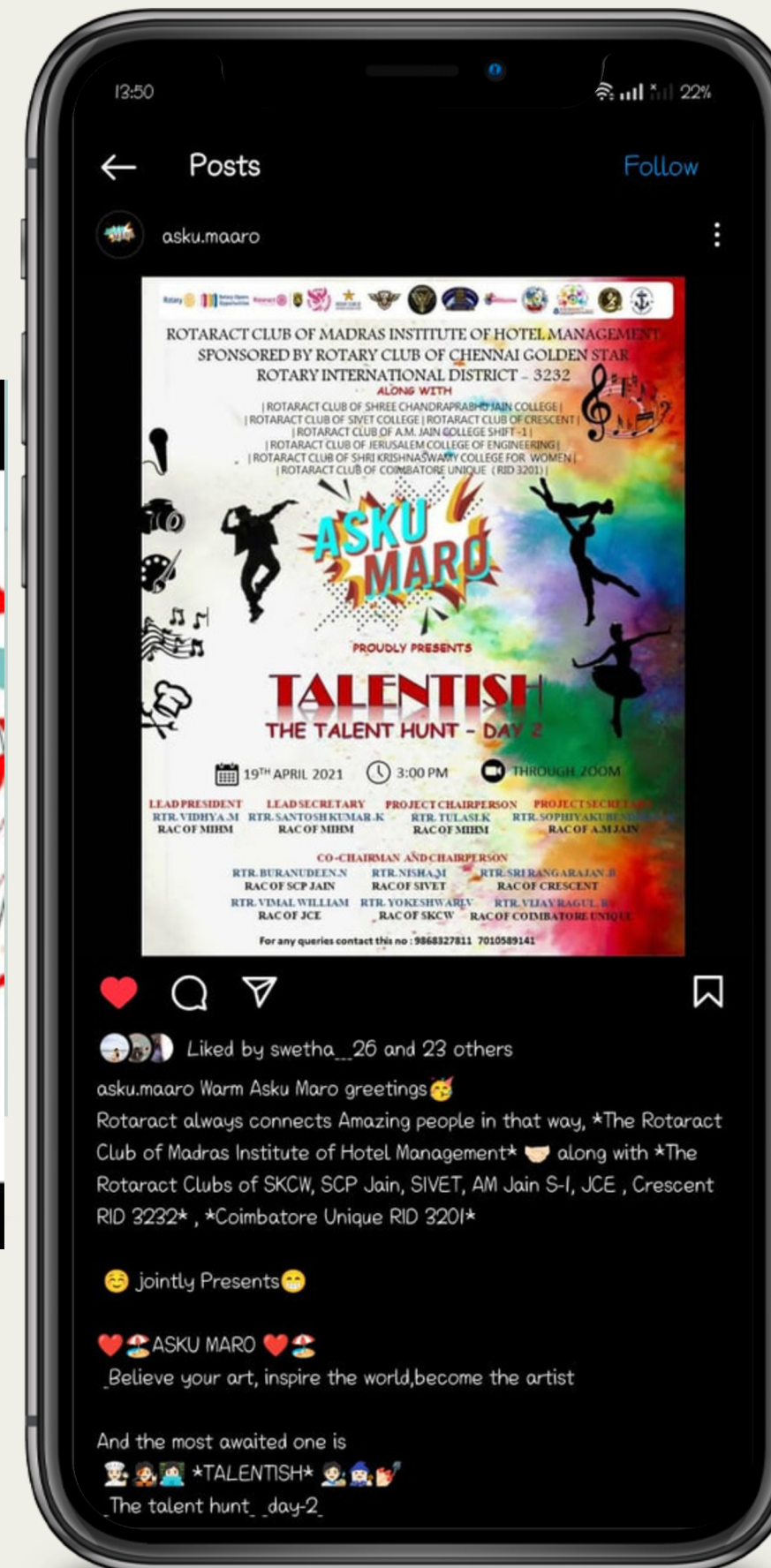
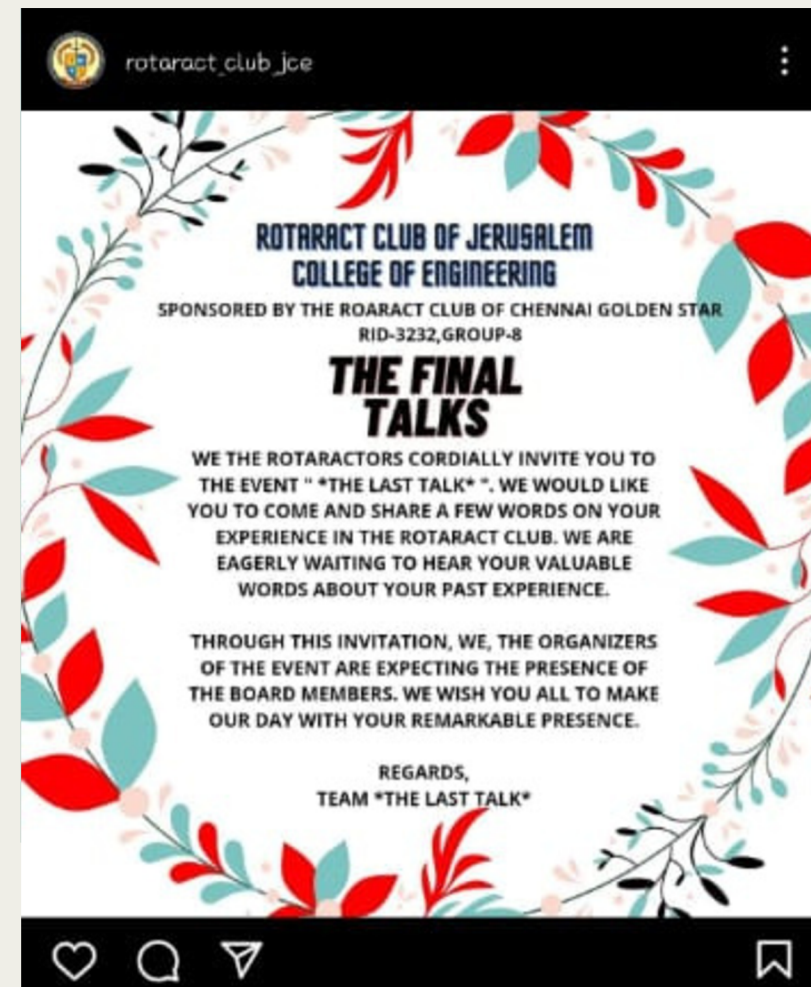
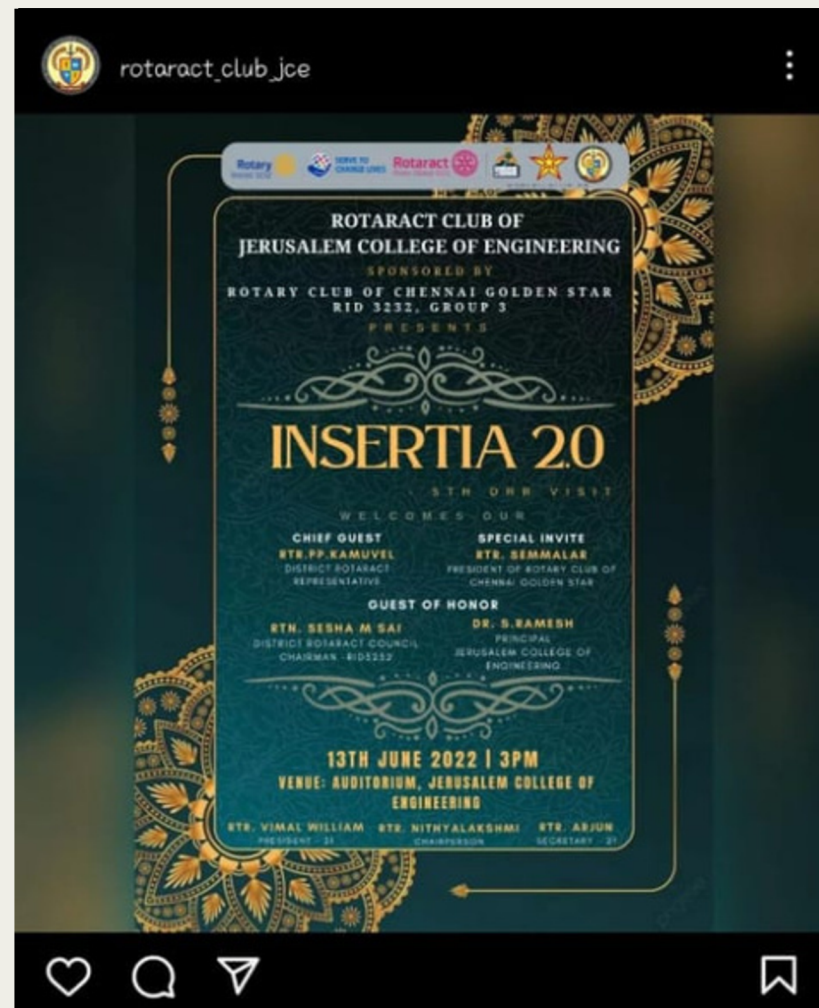
# SCOPE OF WORK

| EXPERTISE             | IN DETAIL                                                                                                                                                                                                                                                             |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Content Creator       | <ul style="list-style-type: none"><li>• Craft engaging blog posts, articles, and website content tailored to your target audience.</li><li>• Develop compelling copy for marketing materials, emails, and newsletters to enhance brand communication.</li></ul>       |
| Social media Handling | <ul style="list-style-type: none"><li>• Manage social media accounts by creating and scheduling posts, and engaging with followers to build community.</li><li>• Develop and execute social media strategies to increase brand awareness and drive traffic.</li></ul> |
| Graphic Designing     | <ul style="list-style-type: none"><li>• Design eye-catching posters, banners, and certificates that align with your brand identity.</li><li>• Create visually appealing social media graphics and advertisements to boost online presence.</li></ul>                  |
| Digital Marketing     | <ul style="list-style-type: none"><li>• Plan and implement digital marketing campaigns across various platforms to generate leads and sales.</li><li>• Analyze and optimize campaign performance to achieve marketing goals and improve ROI.</li></ul>                |
| SEO Strategy          | <ul style="list-style-type: none"><li>• Conduct keyword research and optimize website content to improve search engine rankings.</li><li>• Implement on-page and off-page SEO techniques to drive organic traffic and enhance online visibility.</li></ul>            |



# Work Samples

## Social networks - Events poster



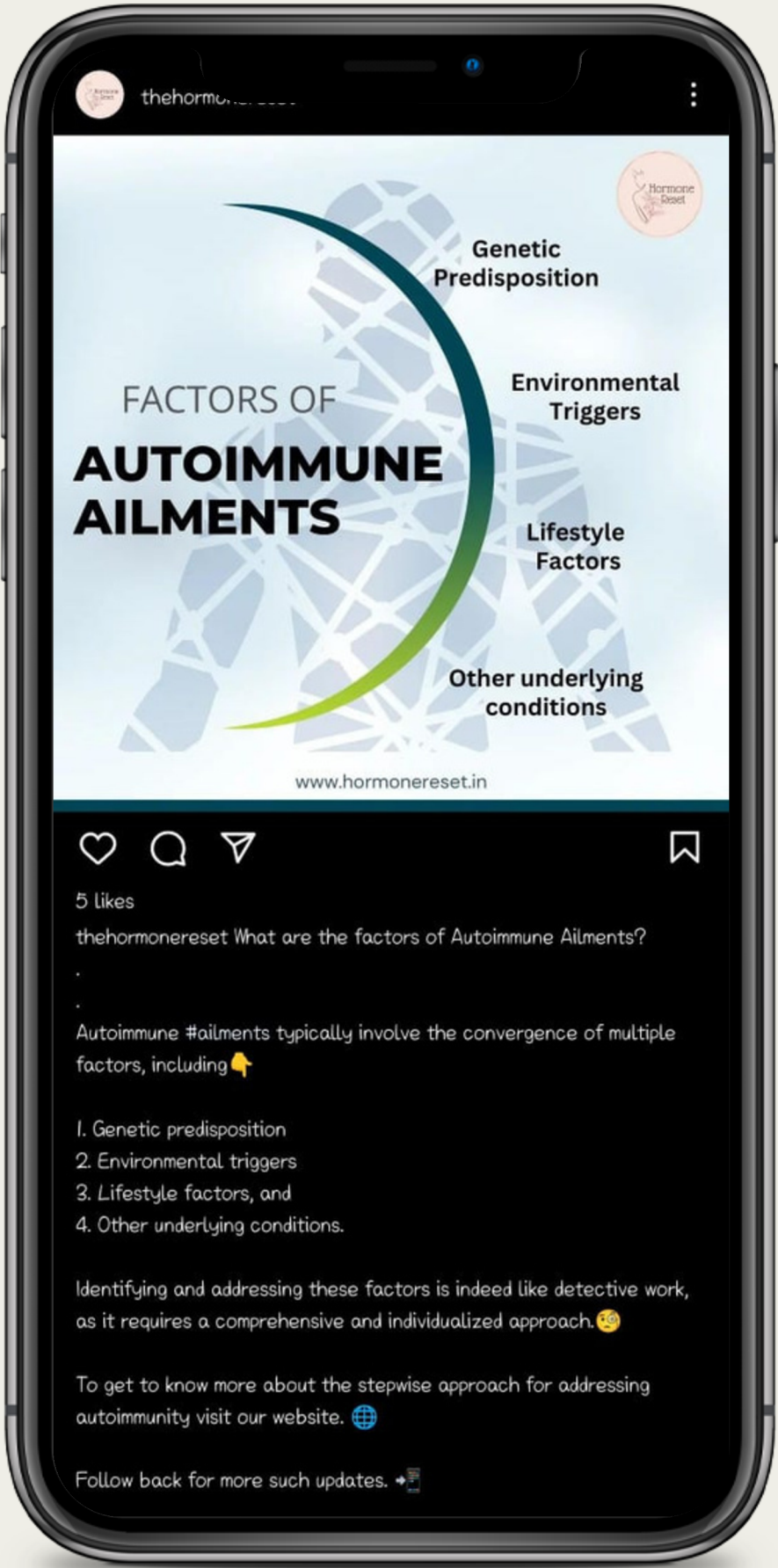
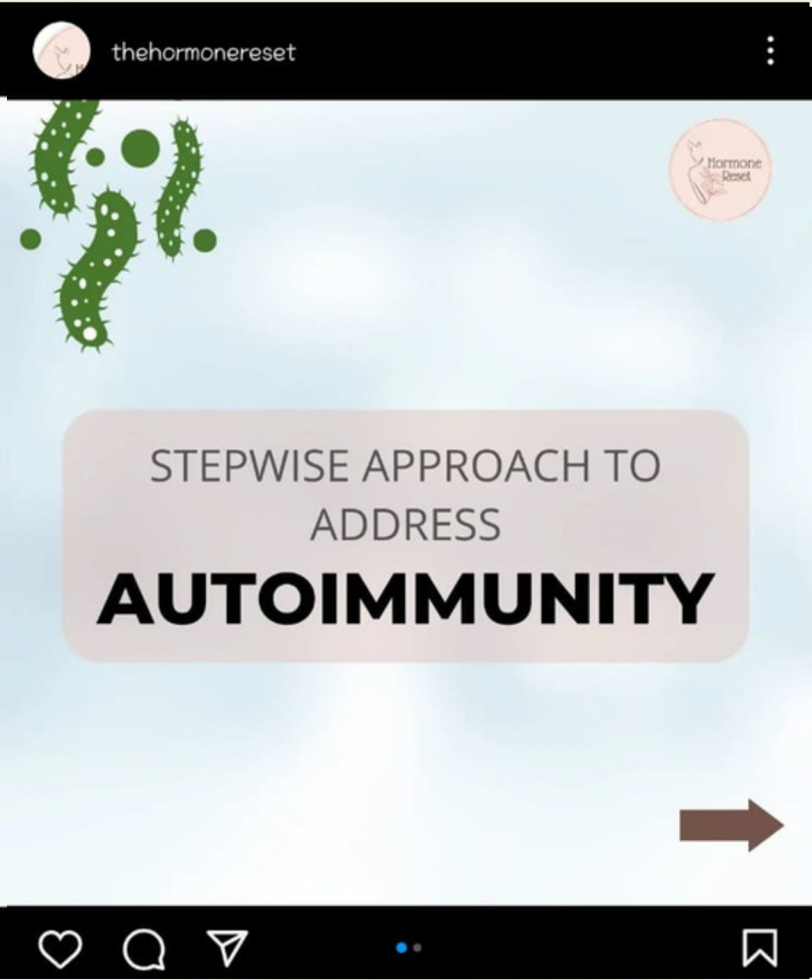


# Social networks - Events poster



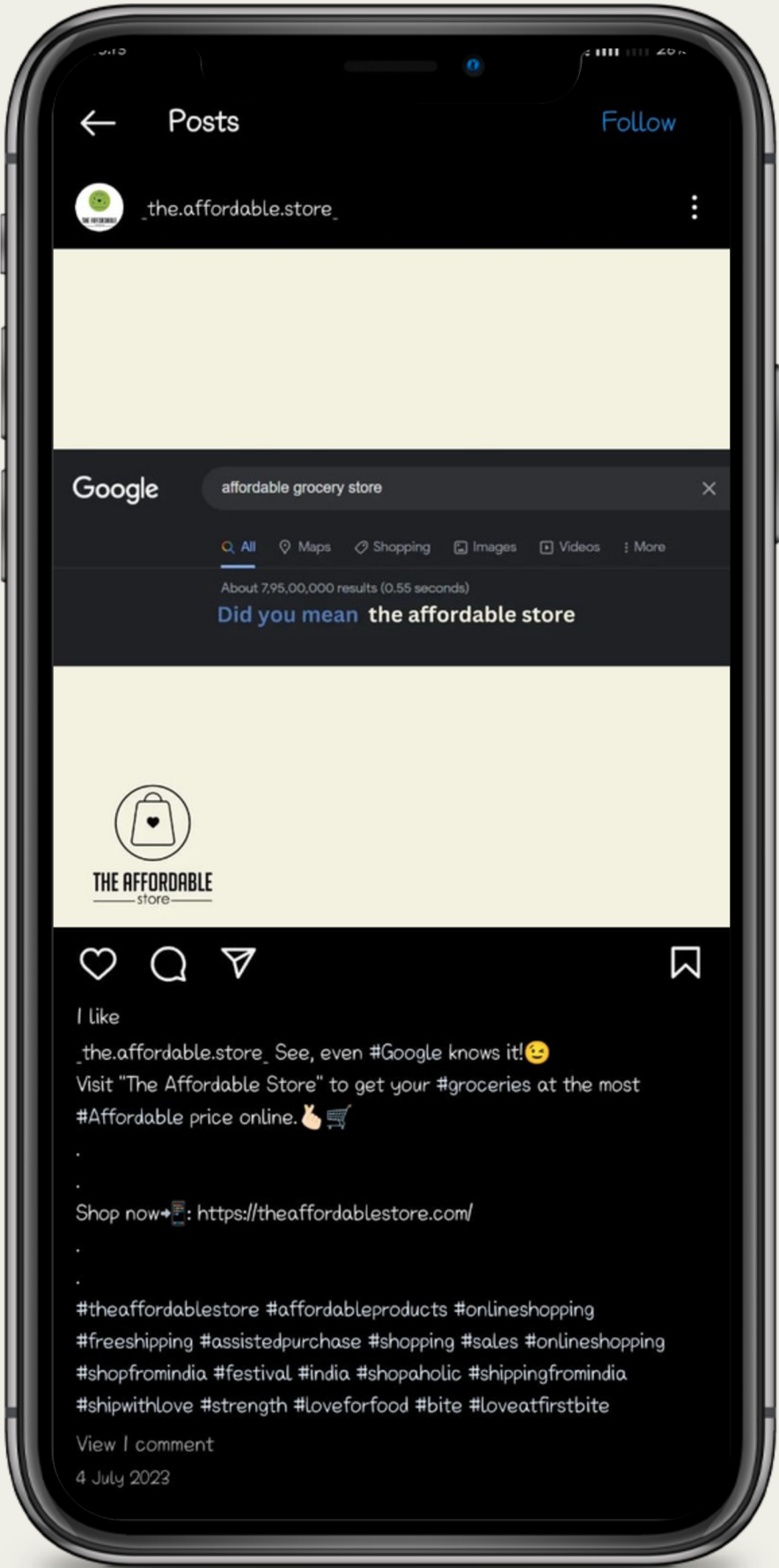
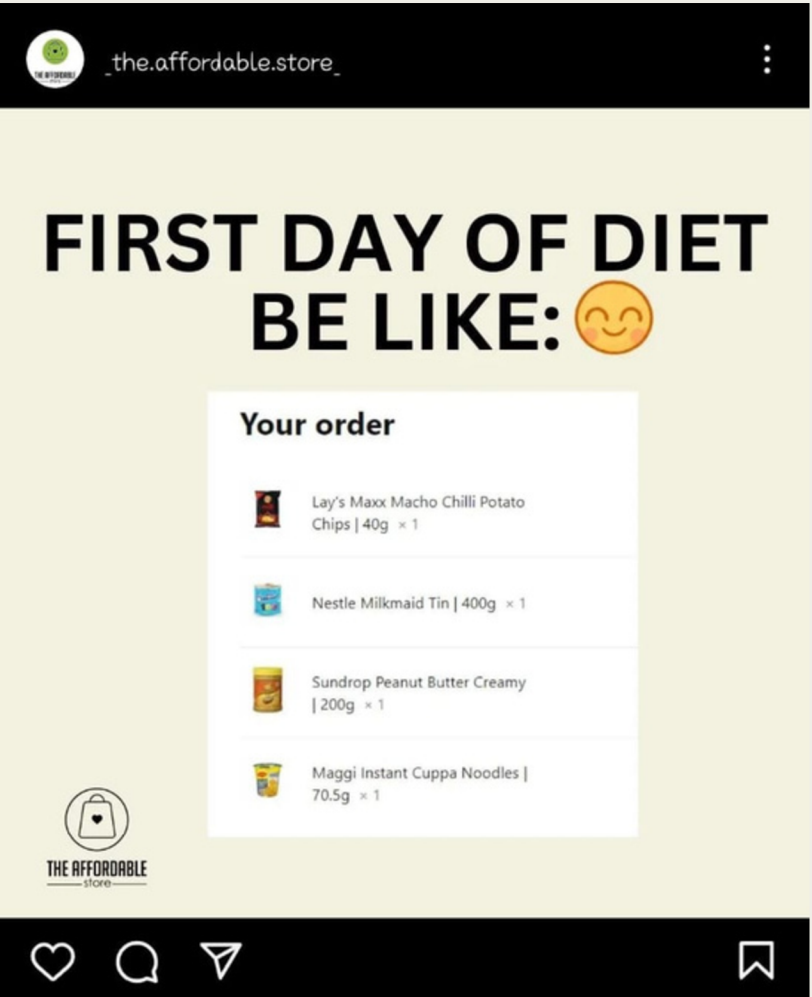


# Social networks - Educational content

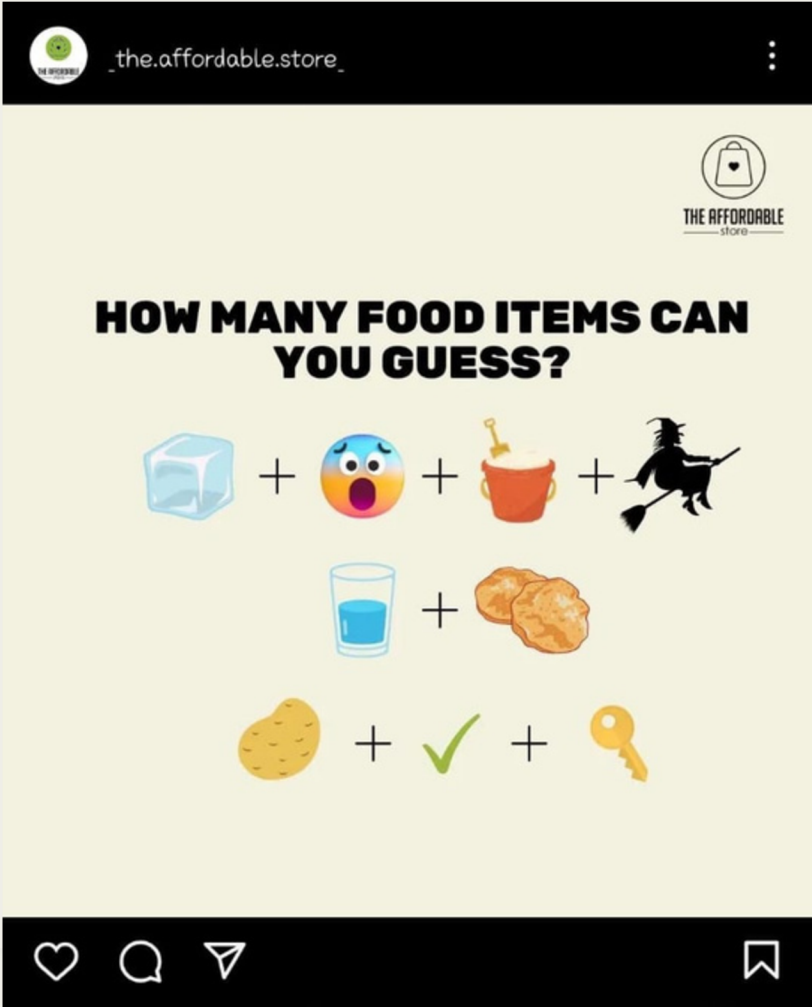
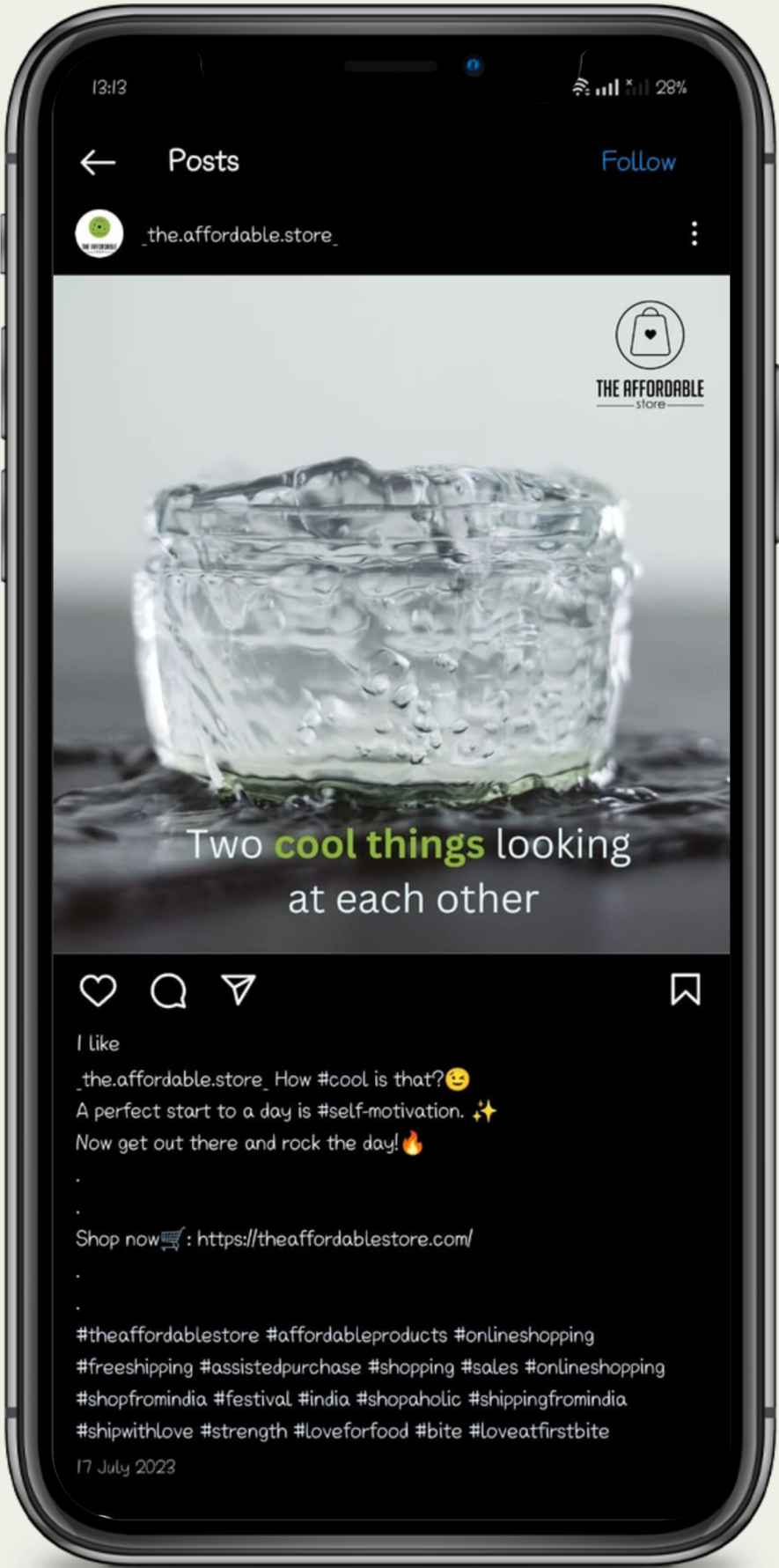
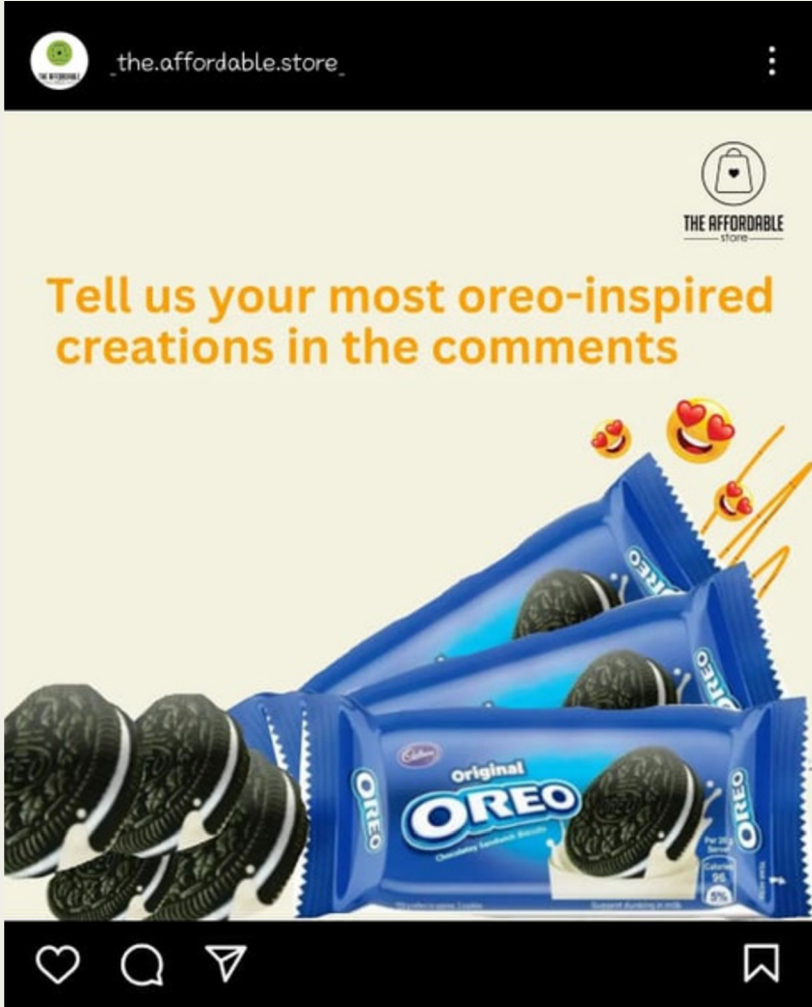




# Social networks - Personal branding content

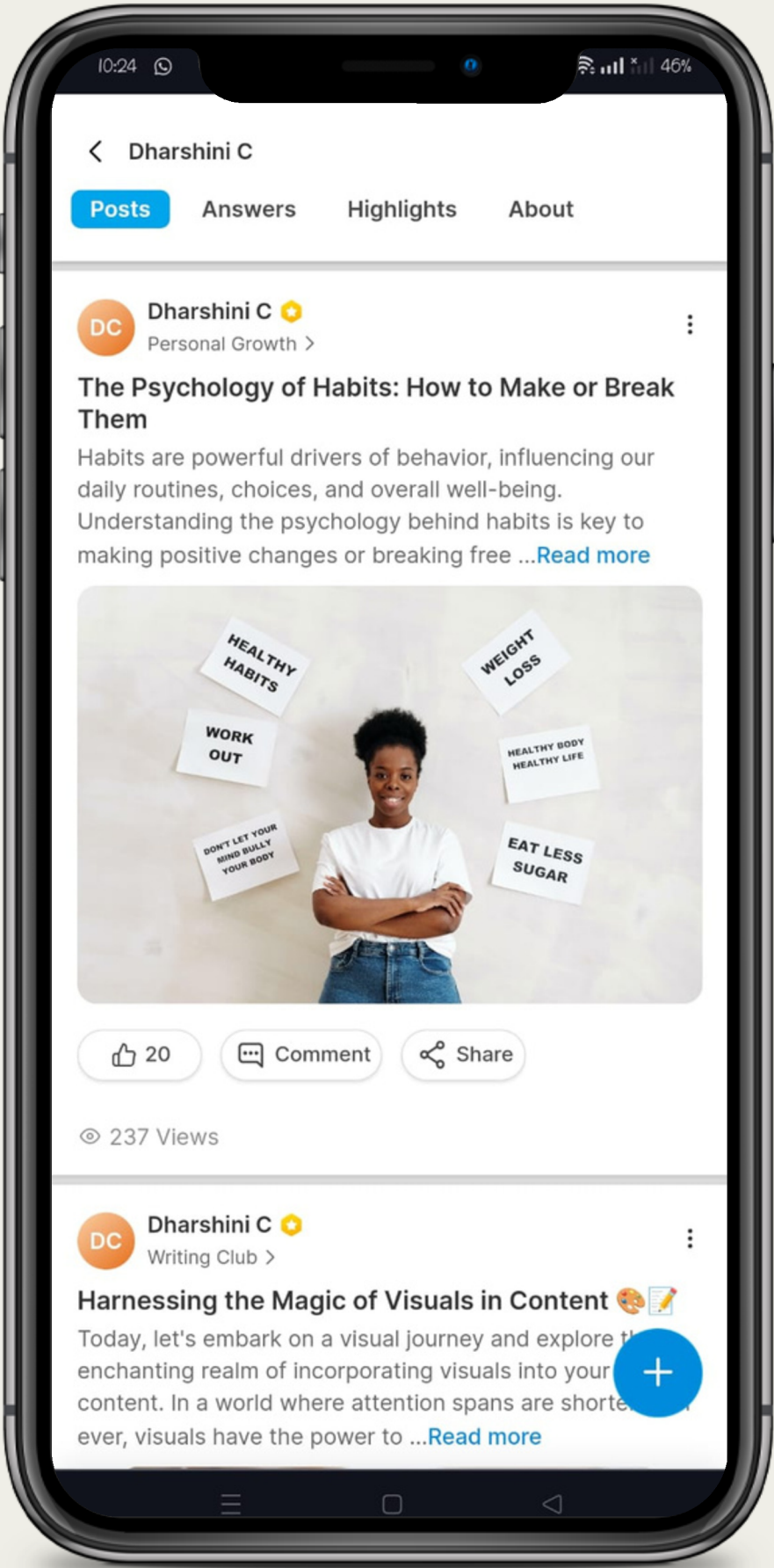
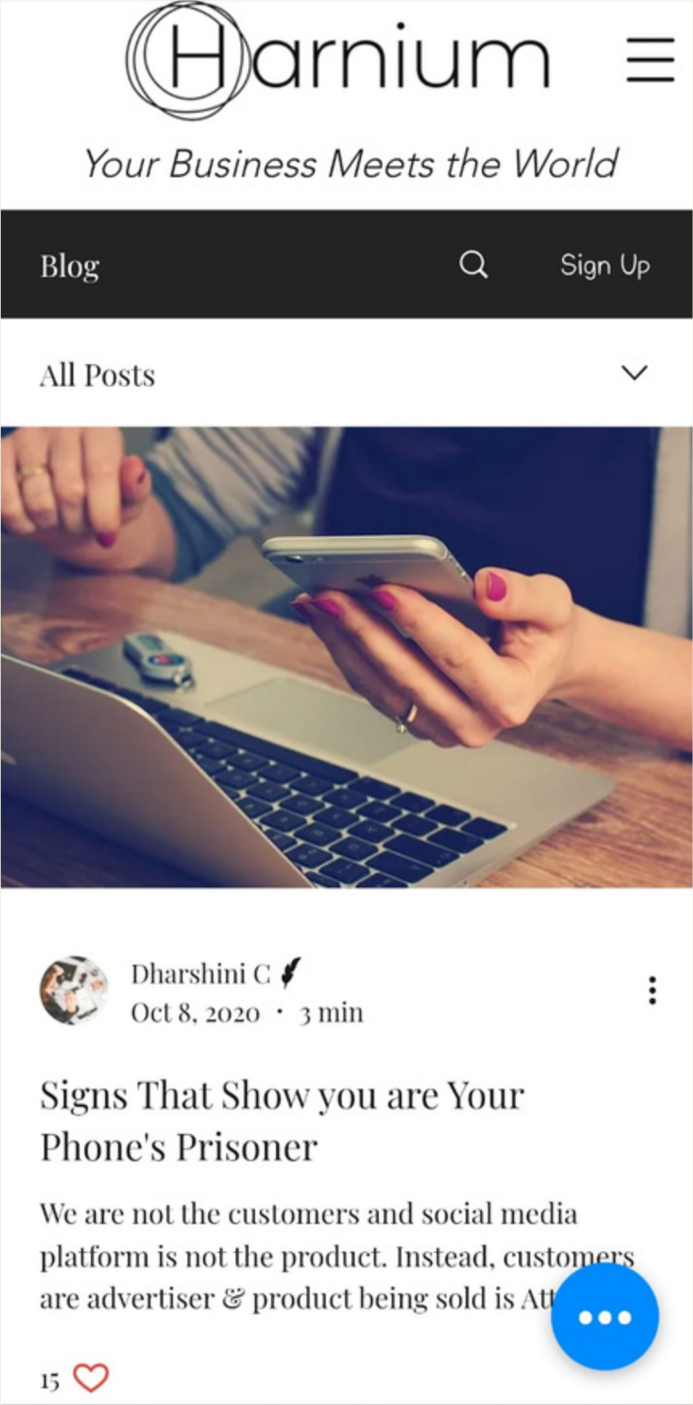
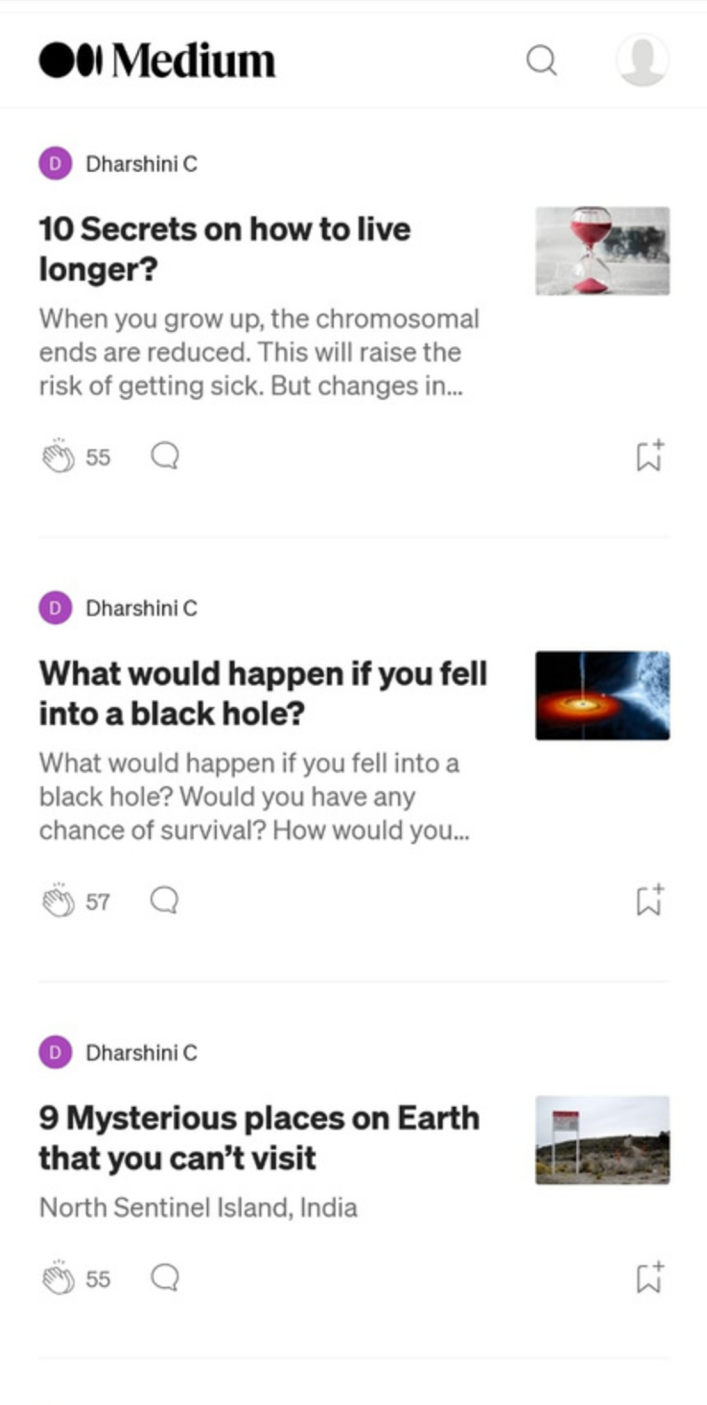


# Social networks - User Engaging content



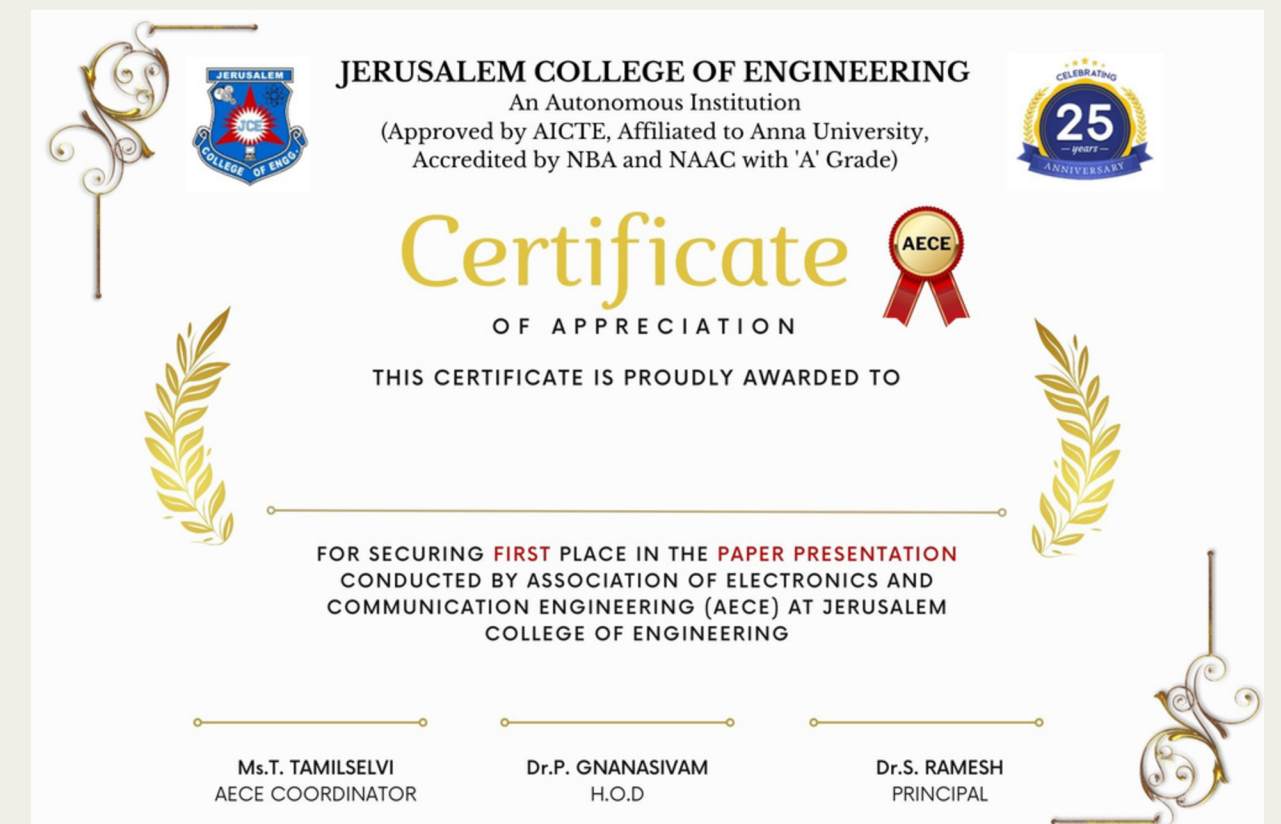
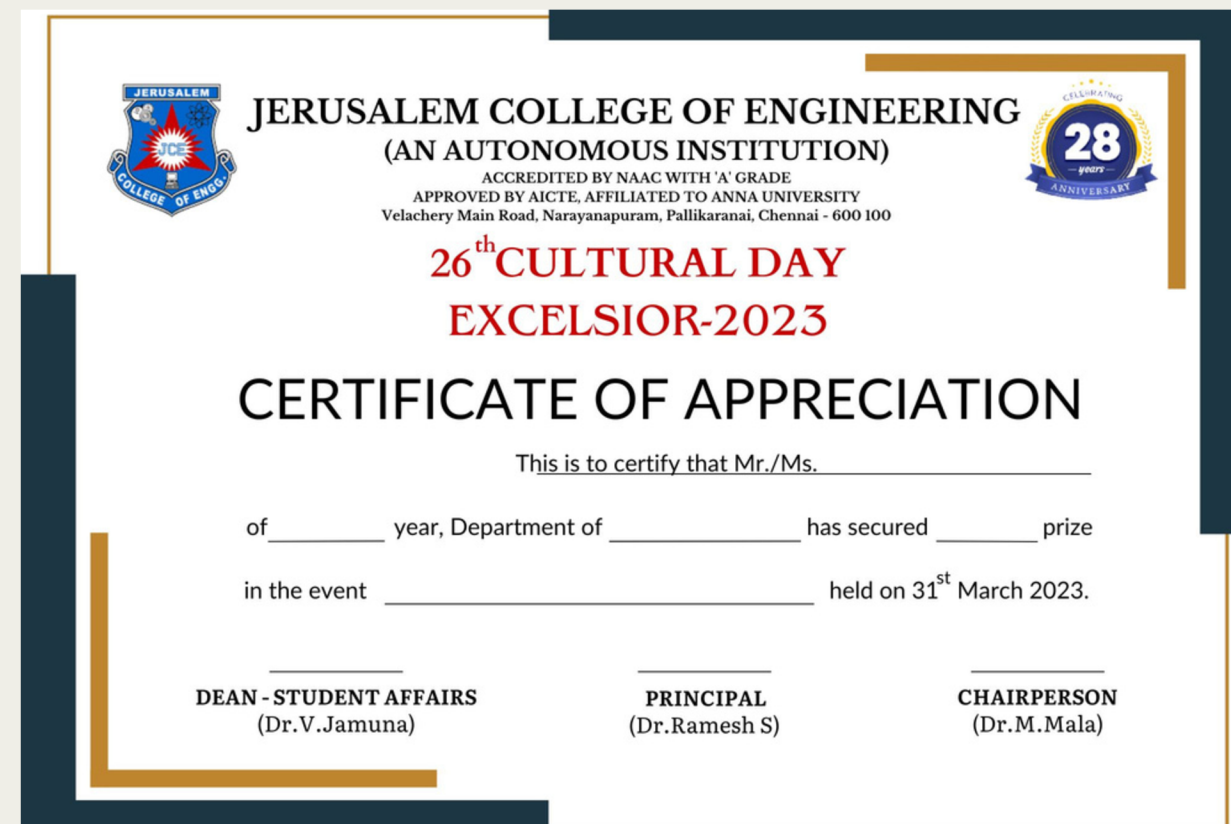
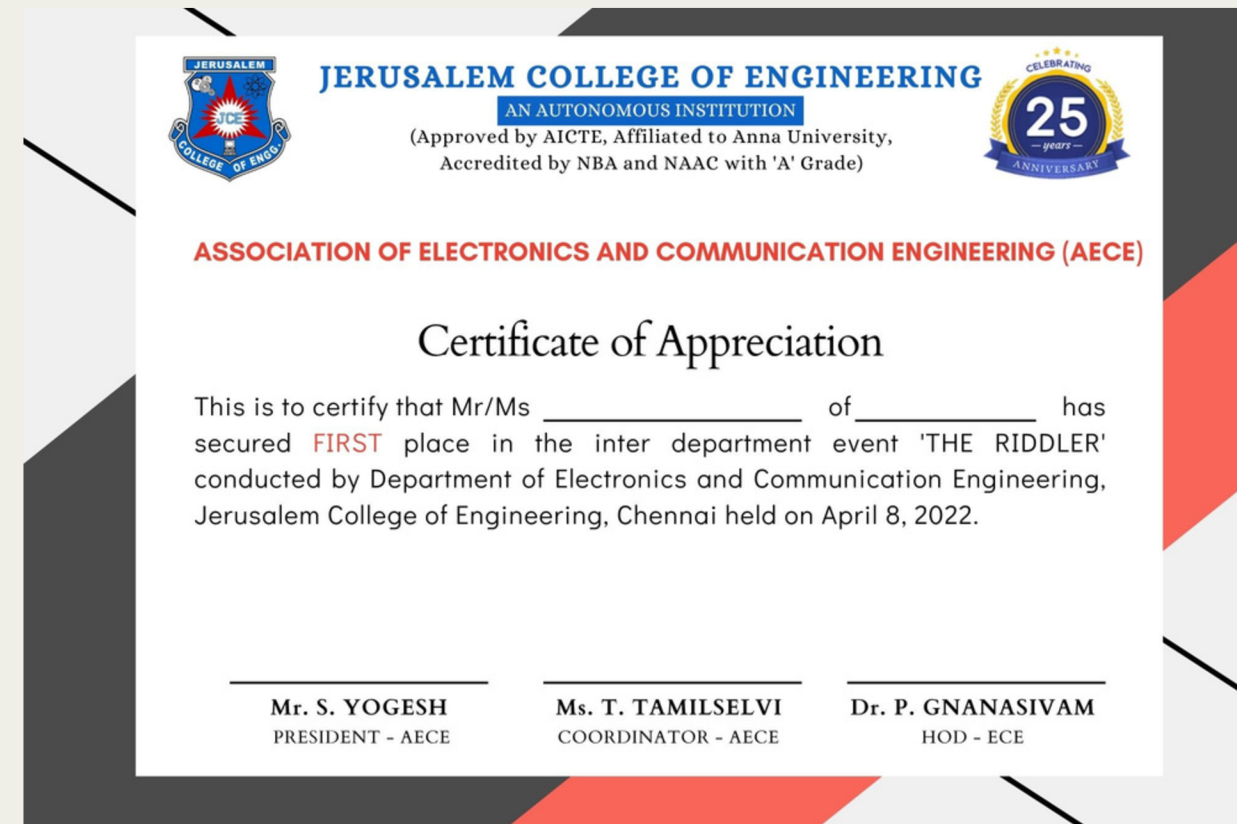


# Blog content





# Certificate Designing





# Banner Designing



**JERUSALEM COLLEGE OF ENGINEERING**  
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**& TAGORE GROUP OF INSTITUTIONS**  
NO:25, MAHALINGAM STREET, MAHALINGAPURAM, CHENNAI - 600034

**WELCOMES**  
CHIEF GUEST  
**G. AKASH**  
Indian Chess Grandmaster  
TO THE  
**Mrs. MEERA MEMORIAL INTERNATIONAL**  
**FIDE RAPID RATING**  
**CHESS TOURNAMENT - 2022**  
**ON 29th OCT, 2022**

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**Mrs. MEERA MEMORIAL INTERNATIONAL FIDE RAPID RATING**  
CHIEF GUEST  
**G. AKASH**  
INDIAN CHESS GRANDMASTER  
GUEST OF HONOUR  
**V. SAMPATH, IAS**  
SPECIAL SECRETARY, BC DEPT,  
SECRETARIAT  
**CHESS TOURNAMENT - 2022**  
**ON 29TH OCT 2022, 9.30 AM**

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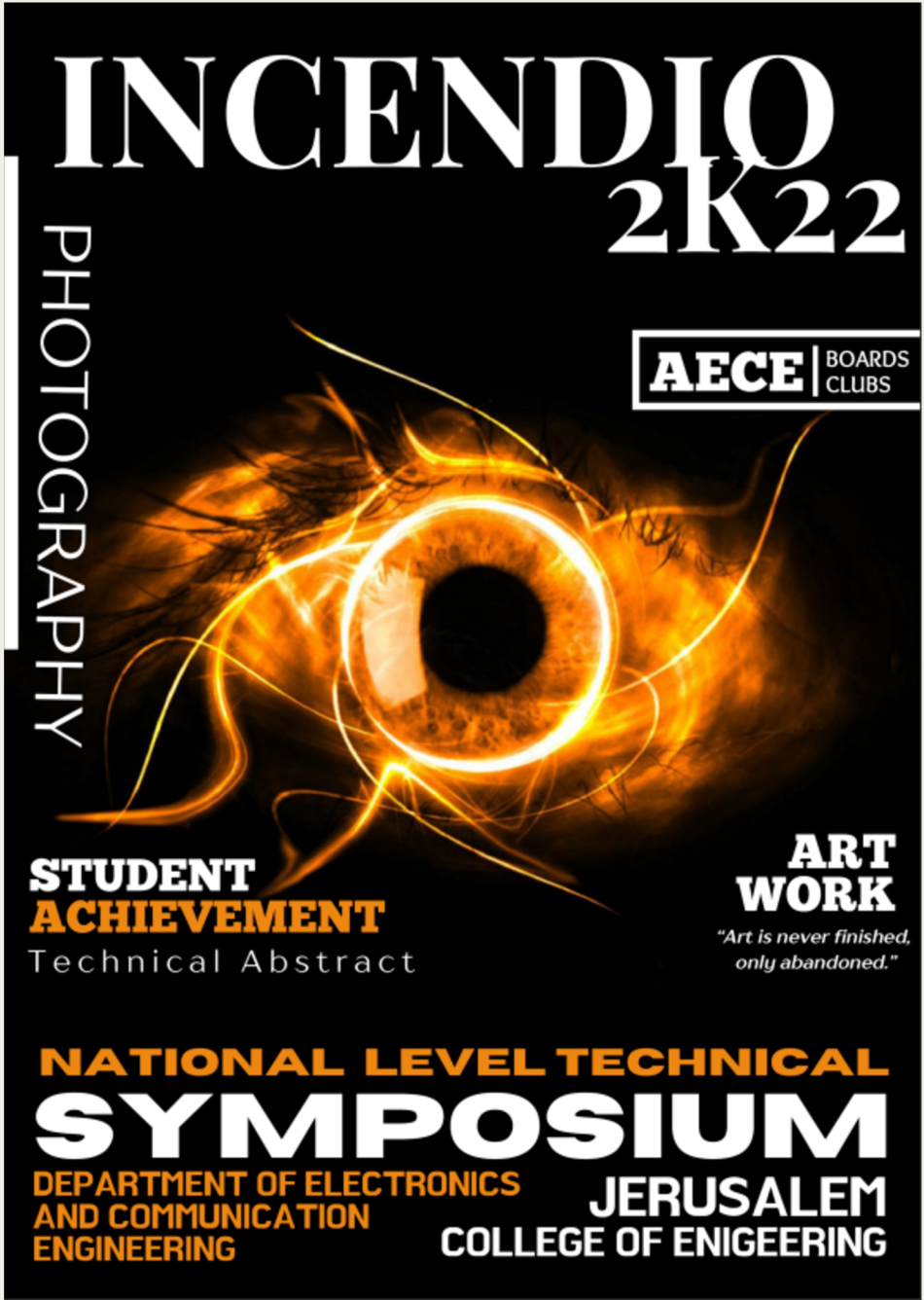
**Mrs. MEERA MEMORIAL INTERNATIONAL FIDE RAPID RATING**  
**CHESS TOURNAMENT - 2022**  
CHIEF GUEST  
**SHRI. D V RAVI**  
MANAGING DIRECTOR  
SHRIRAM CAPITAL LIMITED  
**30TH OCT 2022, 3.30 PM**

**JERUSALEM COLLEGE OF ENGINEERING**  
(AN AUTONOMOUS INSTITUTION)  
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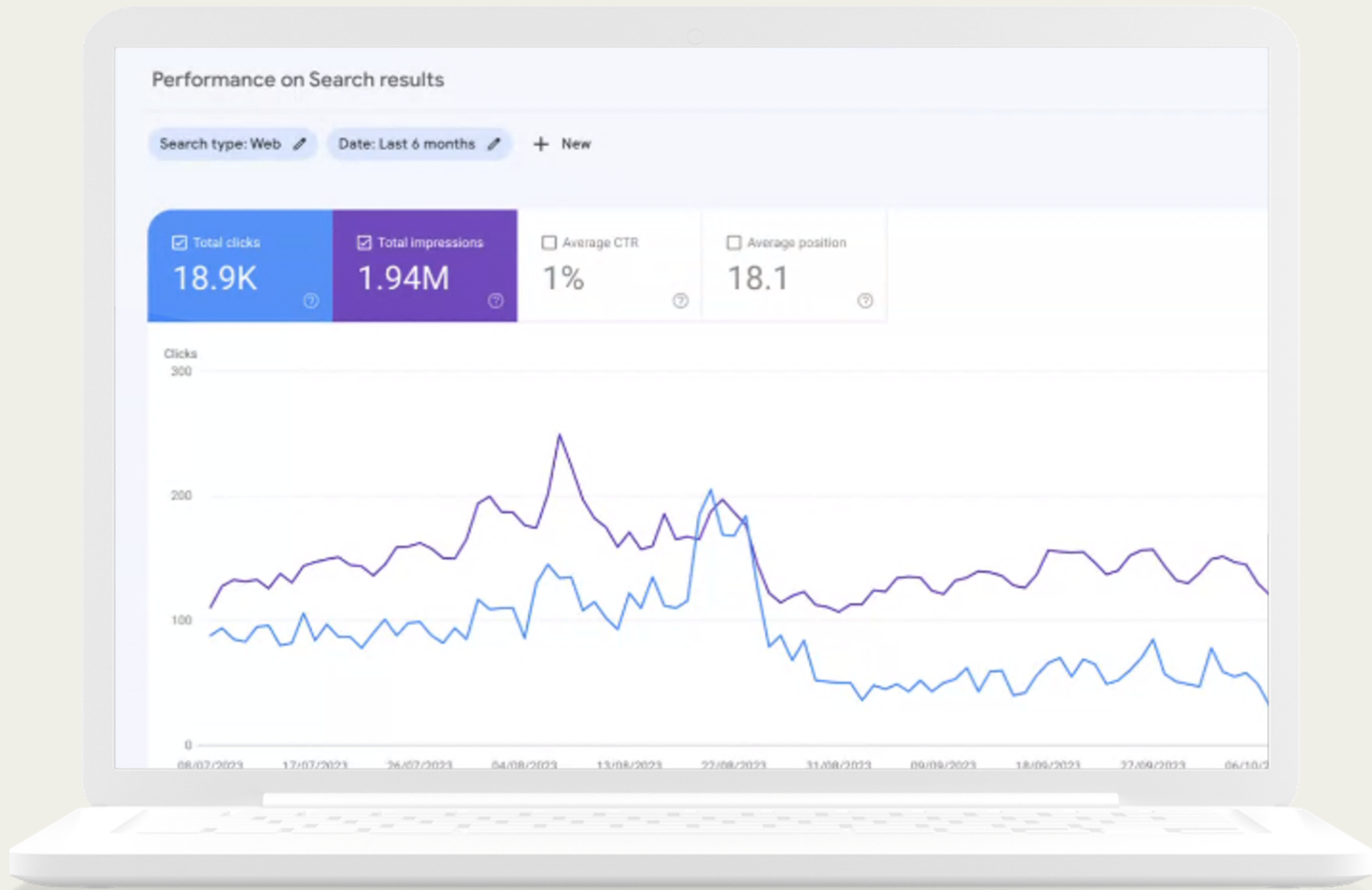
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**CHESS TOURNAMENT - 2022**  
**WELCOMES**  
Prof. Dr. M. Mala  
Chairperson  
Shri. G. Manikandan  
Secretary  
Selvi. Rakshana  
Trust Member  
**ON 29th & 30th OCT, 2022**

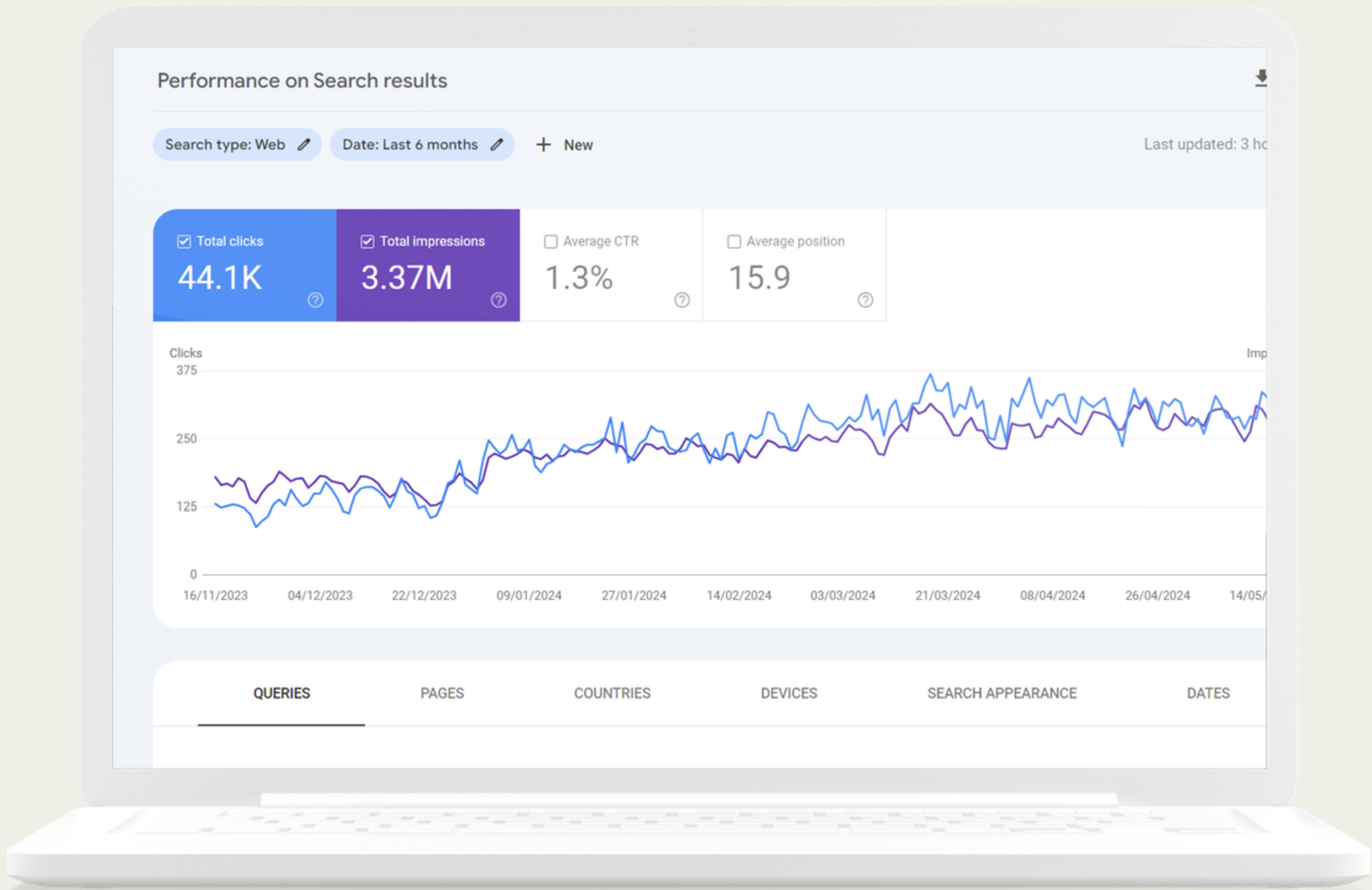




# SEO Analytics



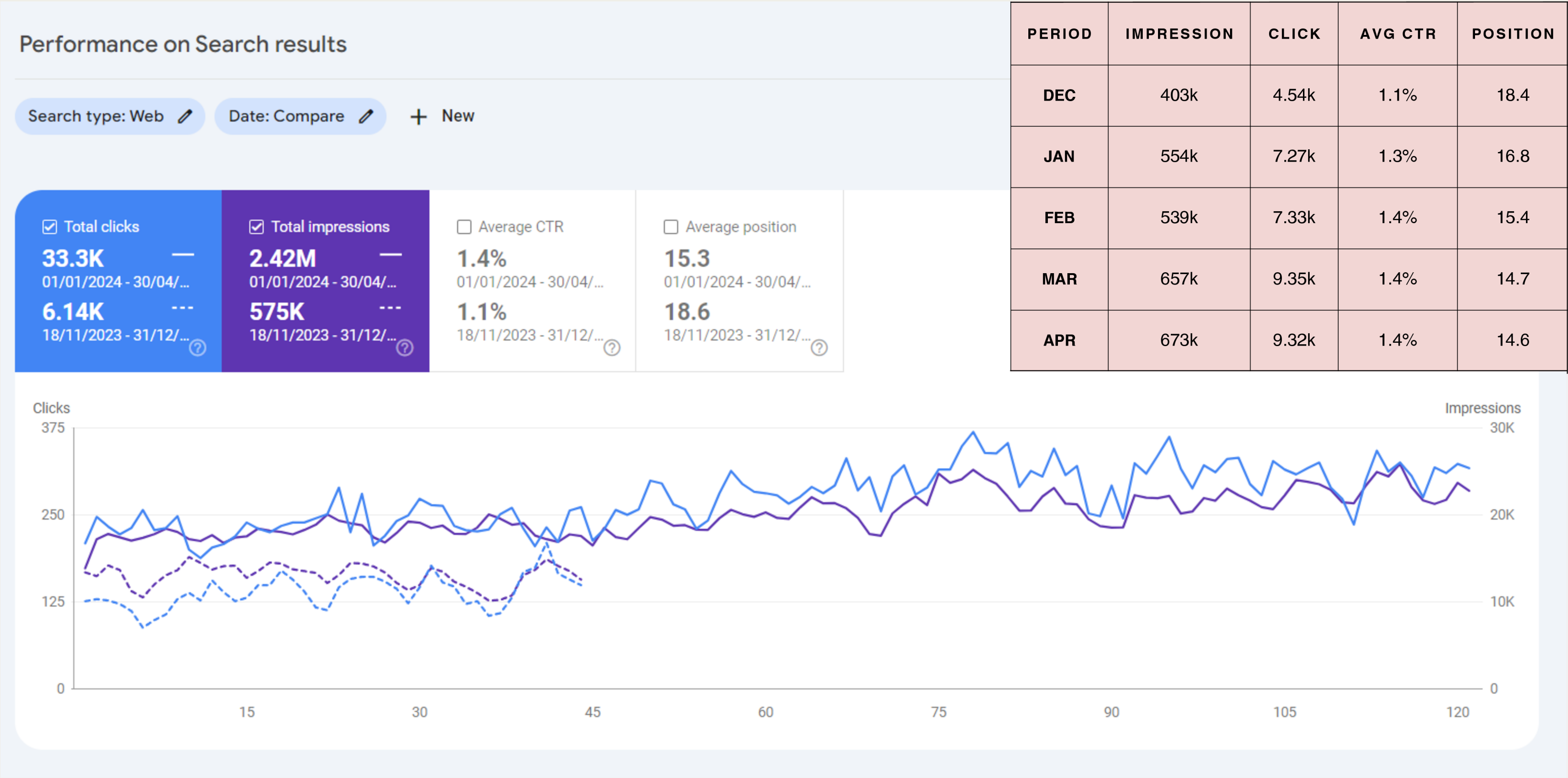
Before



After



# SEO Analytics - Month-wise analysis





# MY PERSONAL CORE VALUES

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## *Integrity*

Integrity is the cornerstone of my professional conduct, ensuring honesty and ethical behavior in all interactions. I strive to build trust through consistent actions that align with my moral principles.

## *Commitment*

My dedication to projects is unwavering, as I am fully committed to delivering quality results on time. I believe in going the extra mile to achieve excellence and meet the expectations of those I work with.

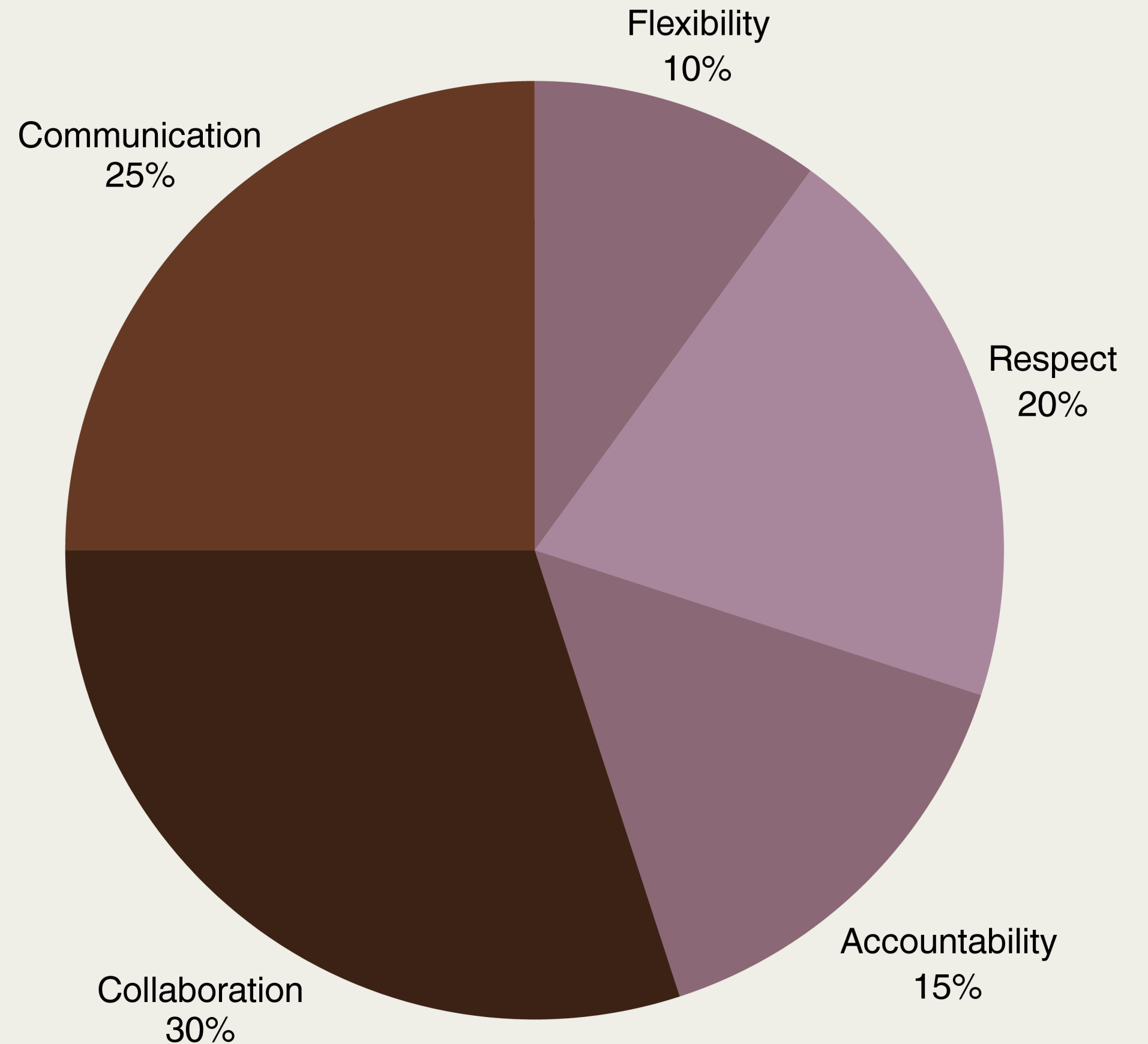
## *Balance*

I prioritize maintaining a healthy work-life balance to ensure sustained productivity and well-being. By managing my time and energy effectively, I bring a focused and harmonious approach to my professional and personal life.



# WHAT I VALUE IN A TEAM

I prioritize collaboration, communication, respect, accountability, and flexibility. Collaboration and communication are at the forefront, ensuring that the team functions cohesively and effectively. Respect is key to maintaining a positive and inclusive environment, while accountability keeps the team reliable and goal-oriented. Flexibility allows the team to adapt and thrive in changing circumstances. These values collectively contribute to a dynamic and productive team culture, where each member can contribute to their fullest potential.



# RESOURCE PAGE

To explore examples of my work and gain insights into my experience, please refer to the links listed here. I invite you to browse through these samples to better understand my professional capabilities and the value I can add to your projects.

## My Linkedin Page

<https://www.linkedin.com/in/dharshinichembian/>

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## Blog links

<https://dharshinic.medium.com/>

<https://clubs.internshala.com/member/dharshinic/post>

<https://www.harnium.com/post/signs-that-show-you-are-your-phone-s-prisoner>

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## E-book link

<https://www.amazon.in/Mobile-App-Ideas-Professionals-Businesses-ebook/dp/B08XBLNMHP>

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## E-Magazine drive link

<https://drive.google.com/drive/folders/>

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# THANK YOU FOR GIVING YOUR TIME!

*Looking forward to connecting with you!*

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For any inquiries or further information, contact me at:

 [dharchinichembian@gmail.com](mailto:dharchinichembian@gmail.com)

 [linkedin.com/in/dharchinichembian/](https://www.linkedin.com/in/dharchinichembian/)

