

SASIDARAN. S

DIGITAL MARKETER

CAREER OBJECTIVE

To leverage my expertise in digital marketing to develop innovative strategies, optimize online presence, and drive measurable growth for businesses, while staying updated with the latest industry trends and technologies.

EDUCATION

2018-2021

B.COM INTERNATIONAL BUSINESS, NGM COLLEGE
69%

Digital Marketing and Business Analytics Certification KGISL MicroCollege, Coimbatore | 2024 - Ongoing (Completion: Feb 2025)

EXPERIENCE

COGNIZANT TECHNOLOGY SOLUTIONS PVT LTD 2022 - 2023 PROCESS EXECUTIVE

- Experienced in US healthcare domain with expertise in claims processing and adjudication.
- Proficient in medical coding standards (CPT, ICD-10, HCPCS). Skilled in HCFA 1500 and UB04 claim edits, physician contract pricing, and payment criteria determination.
- Adept at handling professional and institutional claims and resolving claim inquiries.
- Strong team player with experience in auditing claims and maintaining accuracy.
- Key contributor to team performance, including reporting and identifying policy concerns for management.

SALES EXECUTIVE | ABT MARUTI COMMERCIAL JAN - AUG 2021

- IDENTIFIED SALES OPPORTUNITIES THROUGH MARKET RESEARCH, COLD CALLING, AND NETWORKING.
- ENGAGED WITH POTENTIAL CLIENTS TO UNDERSTAND THEIR NEEDS AND ADDRESS CONCERNS.

CERTIFICATIONS

SEMRUSH & HUBSPOT

- Advanced Content marketing
- Content Marketing Principles for Business
- Email Marketing
- SEO Principles
- Technical and On Page SEO

GOOGLE

- Fundamentals of Digital Marketing
- YouTube Music Assessment

ACHIEVEMENTS & AWARDS

- Amber Award - For Efficient Work and Great Performance and Contributions at work
- District Level (1st) - Musical Instrumental Competition (2015-2017)
- District Level (2nd) - Musical Instrumental Competition (2018-2019)

CONTACT

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Pollachi-642001

INTERESTS

- Digital marketing trends
- Social media content creation
- SEO and website optimization
- Creative ad campaigns
- Marketing blogs

LANGUAGE

- English
- Tamil

TECHNICAL SKILLS

- Claim adjudication
- MS Word
- MS power point
- MS excel
- ATCT course

WORKSHOPS

- PREMIER IB'S AGRI FEST 2K18 - NGC
- AVIATION AND HUMAN CAPITAL 2K19 (ISAHC2K19)

TOOLS USED

- **SEO:** SEMrush, Ahrefs, SEOptimer
- **Social Media:** Notjust Analytics, Top - Hashtags, Rite Tags
- **Landing page:** WIX, Wordpress