


# FATHIMA D

## DIGITAL MARKETING EXECUTIVE

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Kannur, Kerala 

Fathima D 

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## PROFESSIONAL SUMMARY

Creative and results-focused Digital Marketing Executive with experience in SEO, social media, and online campaigns. Skilled at boosting brand visibility and engagement through innovative strategies. Passionate about delivering measurable results and staying updated with the latest marketing trends.

### EDUCATION

#### Digital Marketing

Opentutor Digital Academy  
Dec 2024

#### Bachelor of Business Administration

Kannur University  
2021-2024

### ACHIEVEMENTS

- Seo Topper

### TECHNICAL SKILLS

- Search Engine Optimisation (SEO)
- Google Analytics and Google Ads
- Social Media Management
- Content Marketing
- Backlinking

### SOFT SKILLS

- Analytical Thinking
- Creativity
- Communication Skills
- Adaptability
- Teamwork

### WORK EXPERIENCE

#### Digital Marketing Intern

Opentutor Digital Academy, Kannur Dec 2024

- Assisted in managing paid advertising campaigns by conducting keyword research, writing ad copy, and tracking performance.
- Performed competitor analysis to identify market trends and opportunities, contributing to the improvement of the company's digital marketing strategies.
- Supported the creation of engaging social media posts and monitored channels for audience interactions to enhance engagement.

### CERTIFICATIONS

- 3 Months of Digital Marketing Training
- Semrush Academy
- Fundamental Digital Marketing
- Google Analytics
- Advanced Google Analytics
- Hubspot Content Marketing
- Hubspot Social Media Marketing
- Google Ads Search
- Google Ads Video

### LANGUAGES

- ENGLISH
- MALAYALAM
- HINDI

# PROJECT EXPERIENCES

## OF DIGITAL MARKETING

### SEARCH ENGINE OPTIMISATION (SEO)

- Keyword Research done for Heritage Caviar
- Keyword Research done Opentutor Design School
- Sitemap Submission
- Site audit for Heritage Caviar
- Blog Post
- On page activities
- Off-page activities

### SEARCH ENGINE MARKETING(SEM)

- Google Ads Run for Opentutor Design School
- Keyword Research done for Opentutor Design School

### SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy Brand -IKEA
- Content calendar
- Run ads
- Perfectly handling social media accounts
- Ad run for open tutor digital academy (July batch)

### E-COMMERCE WEBSITE

- Created an e-commerce website model [www.ecom.fathimad.in/](http://www.ecom.fathimad.in/)

### WEB DESIGNING PROJECT

- Oxted(demo)- <https://fathimad.in/oxted/>
- Mumbai (demo)- <https://fathimad.in/mumbai/>
- Exponent (demo)- <https://fathimad.in/exponent/>
- Toronto (demo)- <https://fathimad.in/toronto/>
- Homezen (demo)- <https://fathimad.in/homezen/>
- AirPods (demo)- <https://fathimad.in/iphone/>
- Assessment 1- <https://fathimad.in/premier-events/>
- Assesment 2- <https://el.fathimad.in/>