

AFSEEDA M

DIGITAL MARKETING EXECUTIVE

CONTACT

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- 📍 | <https://afsidigit.in>
- 🌐 | Afseeda M (Digital Marketer)
- 📍 | Kannur, Kerala

EDUCATION

- Digital Marketing
Opentutor Digital Academy, Kannur
December 2024
- Bachelor of Commerce
Kannur University
2020-2023

TECHNICAL SKILLS

- Search Engine Optimisation
- Social Media Management
- Backlinking
- Web Development
- Google Analytics and Google Ads

SOFT SKILLS

- Team Work
- Communication
- Time Management
- Empathy

LANGUAGES

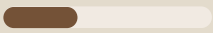
English



Malayalam



Hindi



PROFESSIONAL SUMMARY

A results-driven digital marketing strategist with a proven ability to record in developing and executing innovative campaigns that drive brand growth and customer engagement. With expertise in SEO, social media marketing, paid advertising, and data analytics. Known for combining creative ideas with practical thinking to find effective solutions and improve workflows. Skilled at working with teams and partners to complete projects successfully and achieve lasting results.

WORK EXPERIENCE

Digital Marketing Intern November 2024
Opentutor Digital Academy, Kannur

- Conducted keyword research and optimized website content for SEO to improve search engine rankings.
- Supported paid advertising efforts, including creating ad copy and managing budgets for platforms like Google Ads and Facebook Ads.
- Prepared reports and insights for marketing strategies based on collected data.

CERTIFICATIONS

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

PROJECT EXPERIENCES

OF DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION [SEO]

- Site Audit AMSTER MOVERS
- Blog Post
- On Page Activities
- Off- Page Activities
- Keyword Research

SEARCH ENGINE MARKETING [SEM]

- Keyword Research done for SOFTZONE
- Google Ads
- SEO Strategy FITFUEL

SOCIAL MEDIA MARKETING [SMM]

- Prepared SMM Strategy Brand- MYOP Perfume
- Content Calender
- Running Ads
- Ads Run for Opentutor Design School

E-COMMERCE WEBSITE

- Create E-commerce Website Model
<https://ecom.afsidigit.in>

WEB DESIGNING PROJECTS

- HOMEZEN - <https://afsidigit.in/homezen/>
- OXTED - <https://afsidigit.in/oxted/>
- MUMBAI - <https://afsidigit.in/mumbai/>
- LAWFIRM - <https://afsidigit.in/lawfirm/>
- AIRPODS - <https://afsidigit.in/airpods/>
- TORONTO - <https://afsidigit.in/toronto/>
- UMI - <https://afsidigit.in/umi/>
- ASSESSMENT 1 - <https://afsidigit.in/agency/>
- ASSESSMENT 2 - <https://afsidigit.in/travel-agency/>
- ASSESSMENT 3 - <https://afsidigit.in/project/>