

FATHIMA KP

DIGITAL MARKETING STRATEGIST

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🌐 linkedin.com/in/fathema-kp/ 🇮🇳 Indian 🛖 Husband Visa

Professional Summary

I am a dedicated digital marketing strategist with hands-on internship experience in designing and implementing innovative marketing strategies that enhance brand visibility and engagement. Skilled in leveraging data analytics, SEO, social media management, and content creation to achieve measurable business outcomes

Education

Digital Marketing, *Open tutor Digital Academy* 07/2024 – 10/2024
kannur, India

Bachelor of Functional English, *Kannur University* 2021 – 2024
kannur, India

Work Experience

Freelance Work, *Treckto The Travel Partner* present
• Handling Whole Digital Marketing Works.
• Treckto-<https://treckto.com/> 🔗

Digital Marketing Intern, *Fenix Advertising* 11/2024 – 12/2024
kannur, India
• 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 company's digital marketing strategies.
• Supported the creation of engaging social media posts and monitored channels for audience interactions to enhance engagement.

Languages

- English
- Malayalam

Certificates

Certificate

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

Soft Skill

- Analytical Thinking
- Creativity
- communication Skills
- Adaptability
- Team work

Technical Skills

- Search Engine Optimization (SEO)
- Google Analytics and Google ads
- Social Media Management
- Content Marketing
- Backlinking

PROJECT EXPERIENCES OF DIGITAL MARKETING

Search Engine Optimisation (SEO)

- Keyword Research done for Dabur Hair Oil
- Keyword Research done for Opentutor Design School
- Site map Submission
- Site audit for Dabur Oil
- Blog Post
- On page activities
- Off page activities

Social Media Marketing (SMM)

- Prepared social media strategy Brand- STARBUCKS
- Content Calendar
- Run ads
- Perfectly handling social media accounts
- Ad run for Opentutor Digital Academy (July batch)
- Ad run for Softzone Interiors in Qatar

Search Engine Marketing (SEM)

- Google ads run for Opentutor Design School
- Keywords resarch done for Opentutor Design School

E-commerce Website

- Created an e-commerce website model ecom.fathimakp.co.in 

Web Designing Projects

- Treckto <https://treckto.com>  /
- Oxted (demo) <https://fathimakp.co.in/oxted/> 
- Mumbai(demo) <https://fathimakp.co.in/oxted/> 
- Homzen(demo) <https://fathimakp.co.in/homezen/> 
- Apple(demo) <https://fathimakp.co.in/apple> 
- Toronto(demo) <https://fathimakp.co.in/toronto/> 
- Exponent(demo) <https://fathimakp.co.in/law-firm/> 
- Assesment-1(demo) <https://fathimakp.co.in/nexgen-marketing/> 
- Assesment-2(demo) <https://fathimakp.co.in/assessment-2/> 