

SUMMARY

I'm a certified digital marketing strategist in India. As a digital marketer with a deep understanding of the digital landscape and hands-on internship experience in community management, I specialize in cultivating vibrant online communities while implementing effective marketing tactics to drive brand growth. I'm not just into marketing; I'm here to make sure you succeed in the digital world. I can offer different services to boost your business: SEO, SMM, SEM, Web design, Email marketing and so on. With my digital marketing expertise, I can help your business thrive and reach its full potential.

EDUCATION

Bachelor Of Computer Application
From Kannur University, Kerala, India
2016-2019
Digital marketing Opentutor Digital Academy,
Kannur
October 2024

TECHNICAL SKILLS

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- pay-Per-Click (PPC)
- E-mail Marketing
- Google Analytics and Google Ads
- Campaign Management
- Content Marketing
- Backlinking

SKILLS

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

LANGUAGES

- English
- Hindi
- Malayalam

WORK EXPERIENCE

Digital Marketing Intern
Open Tutor Digital Academy 2024

- Assisted in the execution of paid advertising campaigns, including keyword research, ad creation, and performance tracking.
- Conducted competitive analysis to identify industry trends and opportunities for the company's digital marketing strategy. Assisted in the creation of engaging social media content and monitored social media channels for audience engagement

CERTIFICATION

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

PROJECT EXPERIENCE IN DIGITAL MARKETING

USED TOOLS AND SOFTWARE

- WordPress
- Canva
- Google Analytics
- Google Tag Manager
- Google Search Console
- Ahrefs
- SEMrush
- Moz
- Ubersuggest
- Ads Manager

SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy
- Content calendar
- Running ads
- Brand Awareness
- Post Schedule
- Perfectly handling social media accounts
- Ad run for open tutor digital academy (October batch)

E-COMMERCE WEBSITE

- Created an e-commerce website model
wow.shibinajith.in

SEARCH ENGINE OPTIMIZATION (SEO)

- Sitemap Submission
- Blog Post
- Off-page activities
- On page activities
- Technical SEO

SEARCH ENGINE MARKETING (SEM)

- Google Ads
- Keyword Research
- Site Audit

WEB DESIGNING PROJECTS

- shibinajith.in/apple
- shibinajith.in/assessment-1
- shibinajith.in/assessment-two
- shibinajith.in/exponent
- shibinajith.in/mumbai
- shibinajith.in/oxted
- shibinajith.in/skilled
- shibinajith.in/toronto