

NAFEESATH ZIYA

DIGITAL MARKETING STRATEGIST

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Kuthuparamba, Kannur

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PROFESSIONAL SUMMARY

Digital Marketing Strategist with hands-on experience in SEO, Web Design, Google Ads, Meta Ads, and content planning. I help brands grow online by increasing traffic, leads, and engagement through creative content and smart strategies. I enjoy finding new ways to connect with the right audience and turn them into loyal customers. From planning campaigns to analyzing results, I focus on getting real results that matter to the brand. I stay updated with the latest trends and tools to make sure every campaign performs well. Always ready to learn more and grow further in the field of digital marketing.

SKILLS

- Communication
- Teamwork
- Social Media Marketing
- Search Engine Optimization
- Content Marketing
- Canva
- Website Design

EDUCATION

University Of Calicut
(2021-2024)

BA Mass Communication and Journalism

Kerala Board of Public
Examination (2019-2021)

Plus Two, Humanities

ACHIEVEMENTS

- Awarded "Best Student Award" from Opentutor Digital Marketing Academy, Kannur
- Awarded "Best SEO Top spot Award" from Opentutor Digital Marketing Academy, Kannur

EXPERIENCE

DIGITAL MARKETING INTERN

Feb 2025- July 2025

OPENTUTOR DIGITAL MARKETING ACADEMY

- Helped create and manage Meta Ads (Facebook & Instagram) to generate leads
- Supported Google Ads campaigns with ad creation, keyword research & performance tracking
- Wrote blog posts for Opsule
- Managed social media accounts effectively

NEWS DESK INTERN

May 2023

KANNUR VISION NEWS CHANNEL

- Assisted in content creation and voice-overs for news segments
- Gained experience in Malayalam typing

CERTIFICATIONS

- Digital Marketing Certification (Opentutor Academy, Kannur)
- Google Ads – Search
- Fundamental Digital Marketing
- Google Ads Search
- Visual media Production
- Creative Writing For Advertising
- Google Analytics
- Digital Media Storytelling

PROJECTS

- Website Design – Landing Page for Book Nest
[View Project](#)
- Website Design – Page for Digital Marketing Agency
[View Project](#)
- Website Design – Luxury Real Estate Agency
[View Project](#)
- Brand Strategy of Sunfeast Dark Fantasy
[View Project](#)
- SEO Audit Report– Pinterest
[View Project](#)
- SEO Strategy
[View Project](#)
- Google Ads – Opentutor Academy (Team Project)
[View Project](#)
- Meta Ads – Décor Savers (Team Project)
[View Project](#)