



# FATHIMATHUL AFSHEERA K

## Digital Marketing Executive

### ABOUT ME

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Enthusiastic and results-oriented Digital Marketer with a strong foundation in SEO, social media, content creation, and data analysis. Eager to apply my skills to drive online engagement and contribute to the growth of a brand in the digital space. Always ready to learn and stay updated with the latest industry trends.

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🌐 [afsheera.com](http://afsheera.com)

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📍 Kannur, Kerala

### EDUCATION

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July 2024 - Feb 2025

**Diploma in Digital Marketing**  
Abcademy

2023 - 2024

**Fashion Design & Technology**  
Govt ITI for Women Kannur, Thottada

### PROFESSIONAL SKILLS

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- Social Media Management
- SEO
- Google Ads
- Email Marketing
- SEM
- Content Writing
- Backlinking
- YouTube Ads
- LinkedIn Ads
- Word Press Designing

### LANGUAGE

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- Malayalam
- English

### EXPERIENCE

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#### Digital Marketing Intern

Dec 2024 - Jan 2025

Abc Group Under Campaigner Department

- Assisted in the development and execution of digital marketing campaigns across social media platforms.
- Prepared client report for the brand Beбето, doors and windows.
- Created and scheduled engaging content for social media platforms to increase brand visibility.

#### Digital Marketing Intern

Jan 2025 - Feb 2025

Blsaura Technologies

- Assisted in the creation and management of Facebook Ads campaigns.
- Managed and scheduled social media posts for client accounts.
- Assisted with market research and competitor analysis for client projects.

### PROJECT EXPERIENCE

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#### VISION 360

- Prepare a digital marketing strategy for the brand heal teach

### CERTIFICATIONS

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- 6 Month Digital Marketing Training Certificate
- Fundamentals of Digital Marketing
- Google Analytics
- Advanced Google Analytics
- HubSpot Content Marketing
- Google ads Search
- Google ad video
- SEMrush Seo Fundamentals
- HubSpot Social Media Marketing