

SANDRA SUSAN THOMAS

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Dynamic and adaptable Advanced Diploma in Digital Marketing graduate with expertise in SEO, Meta Ads, and Google Ads; equipped with strong multitasking, resilience, and teamwork abilities, seeking to drive organizational success while growing as a proficient business professional.

Work Experience

Digital Marketing Intern Jun 2025 - Present
Dotcom Creativez | Kochi, Kerala

- Designed and managed ad creatives targeting audiences.
- Grew follower base by 10k in 3 months and boosted engagement rate by 70%
- Conducted keyword research and implemented on-page/off-page SEO strategies.
- Increased organic traffic by 85% within 3 months.
- Wrote SEO-friendly blogs for an Offenso Hackers Academy Trivandrum, ranking in top 10 for target keywords.
- Increased inbound leads by 25% in 3 months
- Boosted website visibility by optimizing content, enhancing site performance, and building high-quality backlinks, resulting in higher search engine rankings.
- Developed mock Meta and Google Ads campaigns as part of internal training projects to enhance practical skills.

Projects

Optimized WordPress content using rankmath to improve SEO performance. Present

Executed a live Google Search Ads campaign for Dotin Digital Academy to drive website traffic. Present

Research Paper on Market Research on SEO Trends in 2025 Present

Study Conducted: Researched upcoming SEO practices focusing on AI, keyword clustering, and search engine optimization. Methodology: Reviewed industry reports, Google algorithm updates, and case studies. Outcome: Presented findings in a structured report with growth strategies for digital marketers.

Core Skills

Digital Marketing: WordPress, SEO, Google Ads, Meta Ads, SMM

Technical Skills: Adobe creative Tools, Canva, Google Ads Manager

Soft Skills: Team work, Multitasking, Time Management, Resilience under pressure, Organizational skill

Languages: English, Tamil, Malayalam

Diploma in Graphic Design: Photoshop, Illustrator, CorelDraw, InDesign, Premiere Pro

Education

Dotin Digital Academy

Jan 2025 - Present

Advanced DiplomaDigital Marketing

Dotin Digital Academy

Jan 2025 - Present

Certified Digital Marketing Associate

Semrush Academy

Jan 2025 - Present

Certified SEO Essentials with Semrush

Semrush Academy

Jan 2025 - Present

Certified in Social Media Marketing Crash Course

Jan 2024 - Dec 2025

Languages

English (*Fluent*), Tamil (*Intermediate*), Malayalam (*Fluent Speaking*)

Publications

Research Paper on Market Research on SEO Trends in 2025

References

Available upon request