



CONTACT

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- 📍 Ernakulam, Kerala

EDUCATION

2017 - 2021

- APJ Abdul Kalam Technological University
- B-Tech Mechanical
- CGPA: 7.36 / 10

TECHNICAL EXPERTISE

- SEO
- SEM & PPC
- Google Analytics
- SMM & SMO
- Lead Generation
- Wordpress Web Design
- Data Visualization
- Keyword Research
- Graphic Design
- Website Audit
- Adobe Premiere Pro
- CRM

PERSONAL SKILLS

- Social Observer
- Creative
- Leadership
- Strong Analytical skill
- Time Management
- Written & Verbal Communication
- Organizational skills

ASIF ALI N A

DIGITAL MARKETING STRATEGIST

Proactive digital marketing strategist with expertise in SEO, PPC campaigns, lead generation, social media marketing, and content creation. Skilled in utilizing current marketing tools to execute effective digital campaigns from concept to execution.

WORK EXPERIENCE

Digital Marketing Executive ————— JULY 2024 - PRESENT *Hitech Diagnostics centre*

- Conducted keyword research and optimized website content, meta tag & other on-page and off-page elements for organic traffic growth.
- Achieved first-page rankings on Google for high-volume, competitive keywords, driving significant organic traffic growth and enhancing brand visibility within targeted market segments.
- Setting up and managing pay-per-click (PPC) advertising campaigns on Meta Ads.
- Implemented targeted WhatsApp bulk messaging campaigns to enhance customer engagement and drive conversion rates
- Developed and executed comprehensive social media strategies and special day campaigns across multiple platforms.

Digital Marketing Intern ————— APRIL 2024 - JULY 2024 *Zoople Technologies*

- Created engaging & high-quality content for social media platforms, blogs, and email campaigns.
- Developed and implemented data-driven strategies to gain high-quality backlinks.
- Assisted in setting up and optimizing Google Ads campaigns to drive targeted traffic and improve ROI. Managed keyword research, ad copywriting, and performance analysis.
- Designed and executed email marketing campaigns, including A/B testing.

Application Engineer ————— JUNE 2022 - JAN 2024 *VMX HI Connectors Pvt.Ltd*

- Worked with the sales and engineering teams to provide technical support and solutions to customers across various industries and applications.

CERTIFICATIONS

- Fundamentals of Digital Marketing by Google
- Google My Buisness
- Hubspot Certifications (SEO, PPC, SMM)
- Semrush Certifications

LANGUAGES

- ENGLISH
- MALAYALAM
- HINDI

HOBBIES

- VIDEO EDITING
- CONTENT CREATION
- TRAVELLING