

FATHIMA ZUNZUNIA

DIGITAL MARKETER

OBJECTIVE

Creative and data-driven digital marketer with expertise in SEO, managing social media platforms, crafting engaging content, and executing strategies to boost brand visibility and audience engagement.

EDUCATIONAL

BACHELOR OF COMPUTER APPLICATION (BCA)
K P B Hinduja-2021-2024

WORK EXPERIENCE

SEO Executive /Social Media Handler
I marketing Army (Sep 2024-Present)

- Implemented on-page and off-page SEO tactics.
- Monitored website performance using analytics tools.
- Developed link-building strategies.
- Performed SEO audits and fixed technical issues.
- Stayed updated on SEO trends and algorithm changes.
- Crafting impactful content to drive social media growth.

Affiliate Marketing, Social Media Handler & Business Development
AIDA Promotions (Sep 2023 - Sep 2024)

- Managed ad campaigns using AppsFlyer and Offer18 for performance measurement.
- Built and maintained relationships with clients and affiliates.
- Fostered long-term partnerships with key affiliate publishers.
- Successfully onboarded new agencies into the affiliate program.
- Elevating brand engagement with social media expertise

SEO EXECUTIVE/Social Media Handler
Tax realtime | Feb 2023 - April 2023

- On/Off-page SEO for website visibility.
- Engaging social media posts for traffic.
- Strategizing for social media success

SEO INTERN

Future Insights | Oct 2022 - Nov 2022

- Diverse backlinks (infographics, directories, social bookmarking, articles, Quora, profiles). Improved SEO and organic traffic with Google Search Console.

KNOWLEDGE OF TOOLS



CONTACT

- 9653665722
- fatimazunzunia786@gmail.com
- India, Mumbai
- [FATHIMA ZUNZUNIA](#)

SKILLS

- Search Engine Optimization
- Social Media Management
- Email Marketing
- Editing
- Google search console
- Html, CSS
- Paid Ads
- Website Creation

ACHIEVEMENTS

- "Achieved a remarkable SEO milestone by increasing the initial page index from 159 to an impressive 2.39k within just 2 months."
- "Generated impactful backlinks contributing to Google search visibility, with placements achieving a strong presence on the 2nd position of search results."
- "Successfully designed & developed WordPress site, ensured responsiveness & user-friendliness. Executed on-page & off-page SEO, driving higher organic traffic & enhanced search rankings."
- "Produced visually compelling posters that consistently garnered high engagement and shares across social media platforms."

CERTIFICATION

- **Advanced Digital Marketing Program** - PIIDM (Pashium International Institute of Digital Marketing)
- **The fundamentals of digital marketing**-Google
- **Hubspot Academy**- SEO Certificate
- **Semrush Academy** -Semrush SEO Crash Course with Brian Dean
- **Google Ads**-Search, Display, measurement (skillshop)