



ARFAN T S

DIGITAL MARKETER

SUMMARY

A BCOM Completed, Marketing professional with a strong understanding of various digital marketing strategies and tactics, including SEO, SEM, PPC, email marketing, and social media marketing. I am skilled in developing and implementing effective campaigns to drive website traffic, generate leads, and increase conversions. A creative and target driven team player. Open for immediate Joining for digital marketing or social media executive position

EDUCATION

- | | | |
|---|--|-----------------------------|
| > | BACHELOR OF COMMERCE | 2019-2022 |
| | PMSA PTM ARTS SCIENCE COLLEGE
KADAKKAL (UNIVERSITY OF KERALA) | |
| > | DIGITAL MARKETING | OCT 2022-
DEC-22 |
| | SCOPE INDIA | |

EXPERIENCE

- | | | |
|---|--|------------------------------|
| > | Digital Marketing Trainee | JAN 2023-
Present |
| | <i>Suffix E Solutions</i> | |
| | <ul style="list-style-type: none">Familiarized with keyword research tools like Google keyword planner and Ubersuggest.Created SEO reports using SEMrush, Google analytics and Google search console.Optimized websites of clients using SEO techniquesInvolved in Content Writing for various Industry Client'sFamiliarized with Google Ads by preparing Ad copies and executed lead generation campaigns | |

CONTACT

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SKILLS

- HTML Basics
- Google Search Console
- Google Analytics
- Google tag Manager
- Keyword Research
- Ubersuggest
- Google Keyword Planner
- SEMrush
- MS PowerPoint
- MS Clarity
- MS word
- MS Excel
- Facebook Analytics
- SMM
- Google Ads
- Google Adwords
- Google Trends

CERTIFICATION

- B COM COURSE COMPLETED
CERTIFICATE
- DIGITAL MARKETING CERTIFICATE