

# FATHIMA FARISHA JAN K

## DIGITAL MARKETING EXECUTIVE

### CONTACT



+91 9746927953



<https://farishajan.com>



farishajan2403@gmail.com



[Linkedin](#)



Kannur, Kerala

### EDUCATION

#### Digital Marketing

Opentutor Digital Academy, Kannur  
October 2024

#### Bachelor of Arts in Literature

Kannur University  
2021- 2024

### TECHNICAL SKILLS

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Canva Designing
- Backlinking
- Web Designing
- WordPress Web Development

### SOFT SKILLS

- Conveying Skill
- Leadership Quality
- Team work
- Creativity
- Communication Skill

### LANGUAGES

- English
- Malayalam

### PROFESSIONAL SUMMARY

I have a strong background in Digital Marketing Strategies, including SEO, Social Media Management, Content Creation, and Email Marketing. With my passion for keeping up with emerging trends and technologies, I am proficient in using data analytics to optimize campaigns and drive impactful results.

### WORK EXPERIENCE

Digital Marketing Intern

#### Opentutor Digital Academy, Kannur

- Worked on producing dynamic social media content and taking charge in monitoring the channels to be developed for increased audience participation
- Executed the competitive analysis to determine industry trends and to identify opportunities for enhancing the digital marketing strategy of the company
- Worked on paid advertising campaigns, including keyword research, ad creation, and performance tracking

### CERTIFICATIONS

- 3 Months Of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Semrush Academy
- Google Analytics
- Advanced Google Analytics
- Hubspot Content Marketing
- Hubspot Social Media Marketing
- Google Ads Search
- Google Ads Video

# PROJECT EXPERIENCES

## OF DIGITAL MARKETING

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### SEARCH ENGINE OPTIMISATION (SEO)

- Keyword Research done for FIRSTPRINT, UAE
- Keyword Research done for Design School
- Site Audit FIRSTPRINT, UAE
- Sitemap Submission
- Off-page activities
- Blog Post
- On page activities

### SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy Brand - Caviar Dubai
- Content calendar
- Running ads
- Perfectly handling social media accounts
- Ad run for Opentutor Digital Academy , Design School Opentutor , Fenix Advertising , Softzone .

### E-COMMERCE WEBSITE

Created an e-commerce website  
<https://store.farishajan.com/>

### SEARCH ENGINE MARKETING (SEM)

- Google Ads
- Keyword Research done for Design School
- Ad run for Design School

### WEB DESIGNING PROJECT

- Apple [demo] - <https://farishajan.com/apple/>
- Exponent [demo] - <https://farishajan.com/exponent/>
- Homezen [demo] - <https://farishajan.com/homezen/>
- Assessment 1 - <https://farishajan.com/travelco/>
- Assessment 2 - <https://farishajan.com/event-management/>
- Project - <https://farishajan.com/project/>