


FATHIMATH NAJA MP

DIGITAL MARKETER

CONTACT

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PROFESSIONAL SUMMERY

Results-oriented SEO, SEM, social media marketing, content production, and performance analytics are among the areas of expertise for this digital marketing strategist. adept at creating data-driven marketing strategies that raise company awareness, improve website traffic, and produce high-quality leads. adept at creating focused strategies that are in line with corporate objectives using digital tools and platforms.

EDUCATION

March 2025

**DIGITAL MARKETING
OPENTUTOR DIGITAL
ACADEMY, KANNUR**

2021 -2024

KANNUR UNIVERSITY

- Bachelors of Computer Application

CERTIFICATIONS

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

SKILLS

- Social Media
Marketing(SMM)
- Web Designing
- Content Creation
- Search Engine
optimisation(SEO)

WORK EXPERIANCE

DIGITAL MARKETING INTERN

Opentutor Digital Academy, Kannur

- Managed live Meta Ads and Google Ads campaigns, optimizing performance through strategic keyword research, ad creation, and data-driven performance tracking.
- Developed and presented brand strategies, aligning business goals with audience insights to enhance brand positioning and market growth.
- Conducted competitive analysis to identify trends and opportunities for improved digital marketing strategies.

LANGUAGES

- English
 - Malayalam
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