

Fathimathul Sherin P M

Digital Marketer

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Summary

Motivated and results-oriented Digital Marketing Executive with strong foundation in SEO, social media marketing, Google Ads, Meta Ads, content marketing, email marketing, and website optimization. Interested in developing data-driven marketing solutions that help to increase online presence and generate quality leads. I am a fast learner with good analytical and communication skills, looking for an opportunity to join an energetic marketing team.

Skills

Marketing : Marketing strategy, Brand management, Advertising development, New product launches, Digital marketing, SEO.

Soft skills : Communication, Team work, Adaptability.

Tools : Google Search Console, Google Ads, Meta Ads Manager, WordPress, Canva, Microsoft Excel, ChatGPT / AI tools.

Education

Digital Marketing Course
HACA Academy

Calicut, Kerala, India
January 2026 - June 2026

Higher Secondary Education (12th Grade)
S.T. Teresa's Anglo Indian Higher Secondary School

Kannur, Kerala, India
June 2021 - March 2022

Certification

Digital Marketing
HACA, Calicut, India

Projects

Personal Portfolio Website

- Built and optimized a personal digital marketing portfolio using SEO best practices.
- Conducted keyword research and optimized meta titles, meta descriptions and URLs.
- Made website user friendly and organized content to enhance user experience.

SEO Project

- Performed website audits and identified opportunities for SEO improvement.
- Researched relevant keywords and optimized web pages for better search visibility.
- Monitored website performance using Google Analytics and Google Search Console.

Additional Information

Languages Known : English | Malayalam
