

FATHIMA JUMANA

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Strategist with hands-on experience in SEO, Meta Ads, content marketing, and social media management. Skilled in developing and optimizing data-driven campaigns that enhance online visibility and generate qualified leads. Proven ability to manage Facebook and Instagram ads, perform website audits, and implement on-page and off-page SEO strategies to boost organic rankings. Experienced in training SEO practices, managing client projects, and using tools like Google Analytics, Google Ads, and Semrush to track and improve performance. Passionate about leveraging creative strategies and analytical insights to deliver measurable business results.

KEY SKILLS

- Search Engine Optimization (SEO)
- Social Media Marketing (Facebook, Instagram)
- Content Marketing
- Keyword Research & Website Audit
- On-Page & Off-Page Optimization
- Lead Generation & Conversion Tracking
- WordPress & Web Designing
- Email Marketing
- Team Collaboration & Client Communication
- Time Management & Creativity

TECHNICAL SKILLS

- SEO Tools: Google Search Console, SEMrush, Ahrefs
- Advertising Platforms: Meta Business Suite, Google Ads
- Analytics Tools: Google Analytics, Meta Insights
- CMS: WordPress
- Design: Canva

WORK EXPERIENCE

SEO Trainer

Jan 2025 – Present

Alpha Digital Marketing Academy | Kannur |

- Conduct SEO training sessions covering keyword research, on-page optimization, and technical SEO.
- Manage SEO projects for clients, performing audits, link-building, and analytics reporting.
- Improved client websites' organic visibility and ranking through strategic optimization.

Meta Ads Specialist (Freelance)

Aug 2024 – Feb 2025

OG Marketing Ltd |

- Designed and executed Facebook and Instagram ad campaigns targeting lead generation.
- Analyzed performance metrics and optimized ad sets for higher ROI and engagement.

Digital Marketing Intern
Opentutor Digital Academy | Kannur

Apr 2024 – Jul 2024

- Supported paid ad campaigns, conducted competitor analysis, and created social media content.
- Assisted in implementing SEO strategies to enhance website reach.

Receptionist & Office Admin
Nika Online Pvt Ltd | Vadakara

Feb 2021 – Jan 2022

- Managed front-desk operations, administrative tasks, and client communication efficiently.

EDUCATIONAL QUALIFICATION

Bachelor of Commerce | B.Com

Calicut University | 2016 – 2018

Digital Marketing Certification

Opentutor Digital Academy | Apr 2024

Certifications

Google Ads Search Certification
Advanced Google Analytics
Google Analytics for Beginners
HubSpot Content Marketing Certification
SEMrush SEO Fundamentals
The Fundamentals of Digital Marketing (Google)

ADDITIONAL INFORMATION

Languages : English, Hindi, Malayalam

DECLARATION

I hereby declare that the above mentioned statement is correct and true to the best of my knowledge and belief.