



FATHIMA SHIFA

Digital Marketer

SKILLS

Digital Marketing

- SEO & Analytics: Keyword Research, On-page Optimization, Google Analytics.
- Paid Media: Google Ads, Social Media Advertising.
- Content: Email Marketing, Campaign Strategy, Content Creation.

Graphic Design

- Tools: Canva, Figma,
- Creative: Typography, Branding, Poster & Social Media Creative Design.


Technical & Soft Skills

- Tech: Data Analysis (BCA background), Basic Programming.
- Core: Creative Problem Solving, Professional Communication, Strategic Planning.


LANGUAGE

English - professional
Malayalam - native

CONTACT ME

 8113019711

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 Sulthan Bathery,
Wayanad, Kerala

PROFILE

Strategic Digital Marketer and **BCA** student with a focus on SEO, visual design, and data analytics. Proven ability to drive engagement and conversions for international clients by combining creative Figma designs with technical **SEO** best practices. Passionate about leveraging technology to build impactful brand identities and measurable digital growth.

EDUCATION

- **BCA (BACHELOR OF COMPUTER APPLICATIONS)** –
IGNOU UNIVERSITY | ONGOING
- **PLUS TWO HUMANITIES** (2024-2025)

EXPERIENCE

CODEYAYA -DUBAI BASED COMPANY

2026- present

Digital Marketing Intern

Managed social media campaigns for Dubai clients, Proven track record of increasing client engagement by 80%.

Conducted keyword research & SEO optimization for client websites
Created visually appealing graphics and banners for online marketing