

FATHIMATH RIYYA P P

DIGITAL MARKETING STRATEGIST

Contact Person

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PROFESSIONAL SUMMARY

I'm an aspiring digital marketer with a 14-days internship experience, eager to dive deeper into the world of online marketing. During my internship, I got hands-on experience with SEO, social media marketing, content creation, and paid ads, helping brands improve their online presence. I worked with tools like Google Analytics, Meta Ads Manager, and Canva, assisting in keyword research, social media content planning, 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



Education

Digital Marketing

Opentutor Digital Academy, Kannur
March 2025

Bachelor of Arts in English

Kannur University
2021-2024

Work Experience

Digital Marketing Intern

Opentutor Digital Academy, Kannur /March, 2025

- Assisted in planning paid ad campaigns by researching keywords and optimizing performance metrics
- Performed competitive analysis to identify trends and opportunities, in Helped create engaging social media content and monitored
- Ad run for Finix Advertising agency in Kannur
- Worked as a team to plan and carry out google Ads for design school by Opentutor, Concentrating on tracking success, ad production and keyword research

Skills

- Social Media Marketing
- Search Engine Optimization
- Search Engine Marketing
- WordPress Developer
- Communication Skills
- Teamwork
- Poster Design (Canva)
- Content Marketing