

# SHANIF P

## DIGITAL MARKETING STRATEGIST

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### PROFESSIONAL SUMMARY

Strategic and result driven Digital Marketing Strategist with proven experience in SEO, Google & Meta Ads, WordPress design, and content marketing. Adept at executing campaigns that drive traffic, boost brand visibility, and generate qualified leads. Passionate about leveraging data-driven insights and creative storytelling to build impactful digital experiences.

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### WORK EXPERIENCE

#### **Digital Marketing Intern ( July 2025 )** **Opentutor Digital Marketing Academy, Kannur, Kerala**

- Executed paid ad strategies across Meta platforms to drive lead generation
- Conducted keyword research, created search ads, and optimized PPC performance
- Wrote SEO-friendly blogs and managed web content for Opsule
- Managed brand presence across social platforms using creative content and scheduling tools

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### EDUCATION

- Digital Marketing** ( 2025 February )  
Opentutor Digital Marketing Academy, Kannur
- Diploma in Mechanical Engineering** ( 2019-2021 )  
Modern ITI, Kannur

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### TECHNICAL SKILLS

- Search Engine Optimization
- Search Engine Marketing
- Email Marketing
- Social Media Marketing
- Web Design

### SOFT SKILLS

- Strategic Planning
- Problem Solving
- Creative Thinking
- Brand Development
- Quick Learning

### CERTIFICATIONS

- Google Ads
- Google Analytics Certification
- SEO Fundamentals by Greg Gifford

### LANGUAGES

- English
- Malayalam
- Hindi (Manageable)

# PROJECT EXPERIENCES OF DIGITAL MARKETING

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## SOCIAL MEDIA MARKETING (SMM)

- Engagement Campaign For Fenix Advertising agency
- Traffic Campaign For Fenix Advertising agency
- Meta Ads Report For Decor Savers

## SEARCH ENGINE MARKETING (SEM)

- Google Ads Report For Decor Savers
- Google Ads For Fenix Advertising agency

## WEBSITE DESIGNING

- Website Design- Landing page done for bookNest  
[View project](#)
- Website Design- Website done for Cyrepair  
[View project](#)
- Website Design- Website done for Digital marketing agency  
[View project](#)

## SEARCH ENGINE OPTIMIZATION (SEO)

- SEO Report (Portfolio Report)