

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.

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
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CERTIFICATIONS

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

LANGUAGES

- English
- Malayalam
- Hindi (Manageable)

PROJECT EXPERIENCES OF DIGITAL MARKETING

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)