

FATHIMATH SHEHIBA

DIGITAL MARKETING EXECUTIVE

CONTACT

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EDUCATION

Digital Marketing
Opentutor Digital Academy, Kannur
December 2025

Bachelor of CA
Kannur University
2021 - 2024

Plus Two (Commerce)
BKL FISHARIES
Kasaragod 2018

TECHNICAL SKILLS

- Search Engine Optimization
- Social Media Management
- Canva
- Web Design
- Content Creation

SOFT SKILLS

- Team Work
- Communication skill
- Time Management
- Critical Thinking
- Adaptability

PROFESSIONAL SUMMARY

A Digital Marketing Intern who enjoys building brands through thoughtful content, smart SEO practices, and engaging social media strategies. Experienced in supporting ad campaigns and analyzing performance to improve visibility and engagement. Curious by nature and driven by learning, with a strong interest in creating digital experiences that connect with real audiences.

WORK EXPERIENCES

Digital Marketing Intern

Opentutor Digital Academy , Kannur December 2025

- Assisted in planning and executing digital marketing campaigns, including Google Search ads for Opentutor Digital Academy.
- Assisted in the execution of paid advertising campaigns, including keyword research, ad creation, and performance tracking.
- Conducted competitive analysis to identify industry trends and opportunities for the company's digital marketing strategy
- Assisted in the creation of engaging social media content and monitored social media channels for audience engagement.

CERTIFICATIONS

- 4 Months of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Semrush Academy
- Google Analytics
- Advanced Google Analytics
- Hubspot Content Marketing
- Google ads search
- Google ads video

Language

- English
- Malayalam

PROJECTS & PRACTICAL EXPERIENCE

SOCIAL MEDIA MARKETING (SMM)

- Prepared Digital Marketing Strategies for the Brand **FAMILY WEDDING CENTER.**
- Prepared a content calendar for **FAMILY WEDDING CENTER.**
- Created and managed a digital marketing social media page, posting educational content and driving organic reach through consistent content strategy.

SEARCH ENGINE OPTIMIZATION (SEO)

- Keyword Reserch done for **SOFTZONE**
- Keyword Reserch done for **AMSTER MOVERS**
- Keyword Reserch done for **HANDYMAN**
- Site Audit for **FIRSTPRINT**
- SEO Strategies for **PIXELPERFECTION**
- Sitemap Submission
- OFF-Page Activities
- ON-page Activities
- Blog Post

SEARCH ENGINE MARKETING (SEM)

- Ran Google Search ad campaigns for **Opentutor Digital Academy**, focusing on keyword targeting and performance tracking. Created ad copy for Meta ads
- for the **UMMACHI'S Pickle** brand.

E-COMMERCE WEBSITE

- E-commerce Website Learning Project (<https://shop.shehiba.in/>) Built an e-commerce website as a learning project, including product listing, basic site structure,

WEB DESIGNING PROJECTS

- **PIXEL PERFECTION**
- **MENTAL WELLNESS AND THERAPY**
- **DIGITAL MARKETING AGENCY**
- **INTERIOR**