

FATHIMATH SHEHIBA

DIGITAL MARKETING EXECUTIVE

CONTACT

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Kasaragod,Kerala

EDUCATION

Digital Marketing

Opentutor Digital Academy, Kannur

December 2025

Bachelor of BCA

Kannur University

2021 - 2024

Plus Two (Commerce)

BKL FISHARIES

Kasaragod 2018

TECHNICAL SKILLS

- Social Media Marketing
- Search Engine Marketing
- Canva
- Web Design
- Content Creation

SOFT SKILLS

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

PROFESSIONAL SUMMARY

A Digital Marketing professional passionate about building impactful brands through strategic content, smart SEO practices, and engaging social media marketing. Experienced in executing ad campaigns and analyzing performance data to improve visibility, engagement, and growth. Curious, adaptable, and driven to create meaningful 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
- Tamil

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.
- Created ad copy for Meta ads for the **UMMACHI'S** Pickle brand.

SEARCH ENGINE OPTIMIZATION (SEO)

- Keyword Research done for **SOFTZONE**
- Keyword Research done for **AMSTER MOVERS**
- Site Audit for **FIRSTPRINT**
- Sitemap submission
- Guest blogging

SEARCH ENGINE MARKETING (SEM)

- Ran Google Search ad campaigns for **Opentutor Digital Academy**, focusing on keyword targeting and performance tracking.

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

- **DIGITAL MAKETING AGENCY**
- **REAL ESTATE FIRM**
- **INTERIOR DESIGN**
- **STYLE VISION**