

# JAFLA V

## DIGITAL MARKETING EXECUTIVE

### CONTACT

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### PROFESSIONAL SUMMERY

A motivated digital marketing fresher with a strong foundation in digital tools and marketing concept. Skilled in SEO, social media marketing, web design, and content creation, with a strong creative and analytical abilities. Ready to bring fresh ideas and creative ideas to a dynamic marketing.

### EDUCATION

#### DIGITAL MARKETING

Opentutor Digital Academy, Kannur  
September 2024

#### BACHELOR OF BUSINESS ADMINISTRATION

SIBGA Institute of Advanced Studies  
2021 - 2024

### TECHNICAL SKILLS

- Web Design
- Social Media Management
- Search Engine Optimization
- Content Creation
- Email Marketing
- Backlinking
- Video Editing

### SOFT SKILLS

- Communication Skills
- Adaptability
- Team Work
- Analatical thinking

### LANGUAGE

- English
- Malayalam

### WORK EXPERIENCE

#### DIGITAL MARKETING INTERN

Opentutor Digital Academy September 2024

- 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.

### ACHIEVEMENTS

- Awarded as 1st Runner-up in the Landing Page Contest at Opentutor Academy, March 2024

### CERTIFICATION

- 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

# PROJECT EXPERIENCES

## OF DIGITAL MARKETING

### SEARCH ENGINE OPTIMISATION (SEO)

- Done Site Audit for Amster Movers
- Done Keyword Research for Amster Movers
- Site map submission
- On page activities
- Off page activities

### SOCIAL MEDIA MARKETING (SMM)

- Have run Meta Ads for Fenix, Opentutor, and Opentutor Design School
- Prepared Social Media Strategy for Brand -TechLeap, (a Project management platform )
- Making Content calendar

### SEARCH ENGINE MARKETING (SEM)

- Keyword Research for Opentutor
- Keyword research for Amster Movers
- Keyword Research for Brand - TechLeap, (a Project management platform )
- Have run PPC Ads for Opentutor

### WEB DESIGNING PROJECTS

- Oxted (demo) - <https://jafla.in/oxted/>
- Toronto (demo) - <https://jafla.in/toronto/>
- Mumbai (demo) - <https://jafla.in/mumbai/>
- Law Firm (demo) - <https://jafla.in/law-firm/>
- Apple (demo) - <https://jafla.in/apple/>
- Assessment 1 - <https://jafla.in/hype-media/>
- Assessment 2 - <https://jafla.in/travel-agency/>
- Assessment 3 - <https://el.jafla.in/>
- Landing Page - <https://jafla.in/oxted-vision/>

### E-COMMERCE WEBSITE

- Created an E-commerce website model
- <https://shop.jafla.in>