FATHIMA HIBA

Digital Marketing Executive
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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with hands-on experience in SEO, Social Media Marketing, Meta Advertising, Lead Generation, Content Marketing, Website Development, and Performance Marketing. Skilled in campaign management, content creation, audience targeting, website optimization, and digital marketing strategies to improve brand visibility, generate quality leads, and support business growth.

CORE COMPETENCIES

Digital Marketing: SEO | SEM | Performance Marketing | Social Media Marketing | Meta Advertising | Lead Generation | Content Marketing | Email Marketing | Website Development | Brand Growth Strategy | Video Presentation | Graphic design

Technical Skills: Keyword Research | Campaign Management | Landing Page Optimization | Audience Targeting | Content Creation | Website Optimization | Social Media Optimization

Tools & Software: Meta Ads Manager | Meta Business Suite | Google Analytics (GA4) | Google Search Console | Google Tag Manager (GTM) | WordPress | Canva | SEMrush | Microsoft Excel | Google Sheets | Microsoft PowerPoint | Photoshop | corel draw | illustrator

Soft Skills: Leadership & Team Collaboration | Communication Skills | Strategic Thinking | Problem Solving | Time Management | Project Coordination | Adaptability | Creative Thinking | Analytical Thinking | Presentation Skills

PROFESSIONAL EXPERIENCE

Digital Marketing Intern | HUSI International Currently Working

• Managed e-commerce operations and product listings on online marketplaces.

• Worked on SEO, keyword research and product optimization.

• Assisted with Google Ads and Meta Ads campaign management.

- Created engaging social media content and promotional designs.
- Worked on social media marketing and brand promotion strategies.
- Gained practical experience in digital marketing, online advertising and e-commerce.

EDUCATION

AI Integrated Digital Marketing – I'm currently learning Digital Marketing at Zagisto Academy,manjeri,Malappuram

Gvhss pullanoor-2024-2026

LANGUAGES

English | Malayalam