

RIZA.N

DIGITAL MARKETING STRATEGIST

WORK EXPERIENCE

Digital Marketing Intern

Opentutor Digital Academy, Kannur

- 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.

EDUCATION

Digital Marketing

Opentutor Digital Academy, Kannur
October-2024

Jamia Hamdard Kannur ,Delhi University

Bachelor's Degree in Computer Application
2021-24

CERTIFICATIONS

- 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

PROFESSIONAL SUMMARY

A creative and collaborative digital marketing manager with over 15 years of experience. Expert in driving growth and raising brand awareness through customer-centric campaign strategies. Specialises in cross-channel marketing, digital communication and social media management.

TECHNICAL SKILLS

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Google Analytics and Google Ads
- Backlinking

SOFT SKILLS

- Teamwork
- Creativity
- Communication Skills

CONTACT

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