




FATHIMATHU JUMANA AP


DIGITAL MARKETING STRATEGIST


CONTACT

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 [Jumana AP](#)

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 [Kannur, Kerala](#)

TECHNICAL SKILLS

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Web Development
- Content marketing
- Google Analytics
- Google Ads

SOFT SKILLS

- Communication Skill
- Leadership
- Teamwork
- Creativity
- Critical Thinking
- Problem Solving

EDUCATION

Digital Marketing

Opentutor Digital Academy, Kannur

August 2024 - December 2024

Bachelor of Business Administration (BBA)

Kannur University

2021-2024

LANGUAGES

English

Malayalam

PROFESSIONAL SUMMARY

Digital Marketing Strategist with skills in SEO, Web Development, Social Media Marketing, and Content Marketing. Holding BBA in Marketing, passionate about the field and dedicated to helping businesses strengthen their online presence and achieve measurable results.

WORK EXPERIENCE

Digital Marketing Intern Dec- 2024

Opentutor Digital Academy, Kannur

- Planned and executed Google Ads for my academy with a team, focusing on keyword research, ad creation, and tracking.
- Researched industry trends to refine digital marketing strategies.
- Created engaging content and monitored channels for audience interaction.
- Developed a content strategy for a specific brand to boost online presence and brainstorming solutions to client concerns

Search Engine Optimization - Freelance

Nov-2024 - Present

UBA Snagging and Asset Management, Dubai

- Managed SEO tasks to improve website ranking
- Handled website updates, page additions, and content edits.

CERTIFICATIONS

- 3 Months of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Google Analytics
- Semrush Academy SEO Fundamentals
- Hubspot Content Marketing
- Hubspot Social Media
- Simpli learn Digital Marketing Certificate
- Google Ads Search
- Google Ads Video

PROJECT EXPERIENCES

OF DIGITAL MARKETING

SEARCH ENGINE OPTIMISATION (SEO)

- Keyword Research done for AMSTER Movers (UAE) and UBA Snagging and Asset Management (Dubai)
- Site Audit AMSTER Movers
- Sitemap Submission
- On page activities
- Off-page activities
- Blog Post for Opsule

SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy for the Brand - DDRC and Wizads co.
- Content Calendar prepared for DDRC and Wizads co.
- Ad run for Design School Opentutor
- Handling social media accounts

SEARCH ENGINE MARKETING (SEM)

- Google Ads for Opentutor Digital academy
- Keyword Research done for Opentutor academy and Muffin shakes (UAE)

E COMMERCE WEBSITE

- Created an e-commerce website model
<https://store.jumanaap.in>

WEB DESIGNING PROJECTS

- Apple (demo) - <https://jumanaap.in/apple-airpods/>
- Oxted (demo) - <https://jumanaap.in/oxted/>
- Mumbai (demo) - <https://jumanaap.in/mumbai/>
- Homezen (demo) - <https://jumanaap.in/homezen/>
- Exploree's Escape (demo) - <https://jumanaap.in/explorers-escape/>
- Innovate Digital (demo) - <https://jumanaap.in/innovate-digital/>
- Lawfirm (demo) - <https://jumanaap.in/exponent/>