


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
- Content Strategy

SOFT SKILLS

- Communication Skill
- Leadership
- Teamwork
- Time Management
- Creativity
- Critical Thinking

EDUCATION

Advanced SEO Course

Organic Growth Mastery

Feb 2025 - Present

Digital Marketing

Opentutor Digital Academy, Kannur

Aug 2024 - Nov 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 and offline presence for achieving 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.
- Developed a content strategy for a specific brand to boost online presence and brainstorming solutions to client concerns

Search Engine Optimization

Nov 2024 - Feb 2025

UBA Snagging and Asset Management, Dubai

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

SEO & Content Writing

Jan 2025 - Present

Lascade, Kochi

- Writing blogs by analyzing customer's questions.
- Website audit & SEO to drive traffic.

CERTIFICATIONS

- 3 Months of Digital Marketing Training Certificate
- Organic Day by Cyber Solutions
- GBP Master Class by Organic Growth Mastery
- Fundamental Digital Marketing
- Google Analytics
- Semrush Academy SEO Fundamentals
- Hubspot Content Marketing
- Hubspot Social Media

PROJECT EXPERIENCES

OF DIGITAL MARKETING

SEARCH ENGINE OPTIMISATION (SEO)

- Keyword Research done for AMSTER Movers (UAE), UBA Snagging and Asset Management (Dubai) & JJ Interior Design
- Website manual audit for UBA Snagging and Asset Management, JJ Interior Design, and many more.
- Site Audit AMSTER Movers
- Sitemap Submission
- On page and Off page activities
- Technical SEO
- Blog Post for Opsule
- Writing blogs for Travel Animator app and Inspection Company

GOOGLE BUSINESS PROFILE

- Creating accounts and removing suspension
- Adding photos, posts, etc. in GBP

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
- Creating strategies for SITR

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

- Reworked - <https://ubaasset.ae/>
- Portfolio - <https://writewithaysha.com/>
- 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/>