



# Fathima Faima

## DIGITAL MARKETING STRATEGIST

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Specialist & WordPress Web Designer Arrows Wallpaper [2023]

- Created visually stunning and user-friendly WordPress websites showcasing a wide range of home wallpaper products
- Conducted thorough keyword research, optimized meta tags, and implemented on-page SEO best practices.
- Manage and optimized meta ads campaigns.
- Regularly generated detailed analytics reports for website performance, SEO, and digital marketing campaigns.
- Developed and executed targeted Google Ads campaigns to promote featured wallpaper collections and drive sales.

#### Digital Marketing Intern Gtec computer education [2023]

- Assisted in developing and executing digital marketing campaigns, such as social media, content marketing, web design, etc.
- Created engaging and relevant content for social media platforms, resulting in follower growth.

#### Founder of event management The decor corner [2020-23]

- Founded and established a thriving event planning business, overseeing all aspects of operations and delivering exceptional events that exceed client expectations

### EDUCATION

#### Digital Marketing

Gtec computer education-One year Diploma course  
Thalassery, Kerala  
2023

#### Bachelor of Science in Psychology

Jamia Hamdard deemed to be university  
Kannur, Kerala  
2019

### SOFT SKILLS

- Time Management
- Self-Motivation
- Stress Management
- Emotional Intelligence
- Creativity

### ABOUT ME

I Work as a digital marketer and Web Designer . In my role as a digital marketer, I use my passion for marketing as a tool to help companies promote and market their brand and products to help them achieve success and growth.

### CONTACT

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📍 Kerala, India

### PROFESSIONAL SKILLS

Social Media Marketing

Search Engine Marketing

Web Designing

Search Engine Optimization

Google Analytics

### LANGUAGE

English

Malayalam