



SAFVANA UMMER

Digital marketing strategist

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Thalassery, Kannur,
kerala

EDUCATION

Digital Marketing
Opentutor Digital academy

Master Of Commerce
Kannur University

TECHNICAL SKILLS

- Web Design
- Backlinking
- SEO
- SEM
- SMM
- Google Ads
- Ms excel
- Ms Word

SOFT SKILLS

- Communication skill
- Management skill
- Organizing
- Team Work

LANGUAGE

- English
- Malayalam
- Arabic

PROFESSIONAL SUMMARY

Eager and resourceful digital marketing enthusiast with a strong foundation in digital strategy, acquired through a practical application. Proficient in SEO, social media management, and content creation, with a keen eye for analytics-driven insights. Ready to leverage hands-on experience and passion for digital marketing to drive impactful campaigns and contribute to achieving organizational objectives.

WORK EXPERIENCES

Digital Marketing Internship

Opentutor Digital academy
Fenix Advertising
(SEO, SMM & Web Designing)

July 2024

Accountant

Maasa Group

Sept 2023 to Feb 2024

Accountant

BMG Properties

Feb 2022 to Feb 2023

CERTIFICATIONS

- 3 Months of digital Marketing Course
- Semrush academy
- Google Analytics
- Advanced Google Analytics
- Hubspot Content Marketing
- Google Ad video
- Google Ads search
- Fundamental Digital Marketing

PROJECT EXPERIENCES OF DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION (SEO)

- Keyword Research done for Amster Movers, UAE
- Keyword Research done for TELIZMAN clothing
- Site Audit Amster movers
- Site map submission
- Site Audit Amster movers
- Off page activities
- On page activities
- Blog Post

SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy - MYOP perfumes
- Content calendar
- Running Ads
- Perfectly handling Social media accounts
- Site Audit Amster movers
- ad run for Opentutor digital academy

SEARCH ENGINE MARKETING (SEM)

- Google ads
- Youtube ads run for Opentutor Academy
- Search ads
- Site map submission

E-COMMERCE WEBSITE

- Created an E COMMERCE website model
<https://shop.safvana.in/>

WEBDESIGNING PROJECTS

- Apple (demo) <https://safvana.in/apple/>
- OXTED (demo) <https://safvana.in/oxted/>
- Homezen (demo) <https://safvana.in/homezen/>
- Mumbai (demo) <https://safvana.in/mumbai/>
- Toronto (demo) <https://safvana.in/toronto/>
- Law firm (demo) <https://safvana.in/lawfirm/>
- Assessment <https://safvana.in/grow-well/>
- Assessment <https://safvana.in/eventzone/>