

ANANYA AP

DIGITAL MARKETING STRATEGIST

CONTACT

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Kannur, Kerala
www.ananyaanu.in

EDUCATION

OPENTUTOR DIGITAL ACADEMY,
KANNUR
Digital Marketing
Oct 2024

HIGHER SECONDARY
Commerce
2018-2020

TECHNICAL SKILLS

- SEO (Search Engine Optimization)
- Social Media Management Content
- Google Analytics and Google Ads
- Marketing
- Backlinking

SOFT SKILLS

- Analytical Thinking
- Creativity
- Communication Skills
- Adaptability
- Teamwork

LANGUAGES

- English
- Malayalam

PROFESSIONAL SUMMARY

Digital Marketing Specialist with expertise in SEO, SEM, PPC, social media, and content marketing. Skilled in data-driven strategies to increase online visibility, lead generation, and ROI. Proficient in Google Analytics, HubSpot, and managing digital campaigns across platforms. Proven success in optimizing performance, driving conversions, and staying ahead of digital marketing trends.

WORK EXPERIENCE

Digital Marketing Intern

Opentutor Digital Academy, Kannur

OCT 2024

- 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.

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

PROJECT EXPERIENCES

OF DIGITAL MARKETING

SEARCH ENGINE OPTIMISATION

- Keyword Research done for AMSTER Movers, UAE
- Keyword Research done for TELIZMAN Clothing
- Site Audit AMSTER Movers
- Sitemap Submission Off-page activities
- Blog Post
- On page activities
- Off-page activities

SOCIAL MEDIA MARKETING

- Prepared social media strategy Brand - MYOP perfumes
- Content calendar
- Running ads
- Perfectly handling social media accounts
- Ad run for open tutor digital academy (September batch)t

SEARCH ENGINE MARKETING

- Google Ads
- Keyword Research done for TELIZMAN Clothing
- Site Audit AMSTER Movers

E - COMMERCE WEBSITE

- Created an e-commerce website model
<https://sub.ananyaanu.in/>

WEB DESIGNING PROJECTS

- Oxted (demo) <https://ananyaanu.in/oxted>
 - Apple (demo) <https://ananyaanu.in/apple>
 - Assessment (demo) <https://ananyaanu.in/assessment>
 - Assessment1 (demo) <https://ananyaanu.in/assessment1>
 - Assessment2 (demo) <https://ananyaanu.in/assessment2>
 - Bloom media (demo) <https://ananyaanu.in/bloommedia>
 - Toronto (demo) <https://ananyaanu.in/toronto>
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