

SHABNAM

DIGITAL MARKETING STRATEGIST



CONTACT



+ 91 8714531407



digitalshabnam123@gmail.com



digitalshabnam.com



<https://www.linkedin.com/in/shabnam-m-74817b175/>

EDUCATION



OPENTUTOR DIGITAL ACADEMY

July 2023 - Oct 2023

Digital Marketing



B.TECH

Aug 2016 - April 2020

Information Technology

LANGUAGE

- English
- Malayalam
- Hindi

ABOUT ME

I am a Digital Marketing Strategist with a strong technical foundation from my experience as a system engineer at Infosys, specializing in Java. My expertise extends to SEO, SMM, and email marketing, allowing me to create data-driven marketing campaigns. I am passionate about technology and staying up-to-date with industry trends.

EXPERIENCE



OPENTUTOR DIGITAL ACADEMY

July 2023 - Oct 2023

Digital Marketing Intern

- Web designing using WordPress
- Social Media Marketing
- Running Google and Meta Ads
- Search Engine Optimisation (SEO)
- Site Audit



INFOSYS

Jan 2022 - July 2023

System Engineer

- SpringBoot
- Java



CARS24

Oct 2021 - Dec 2021

Junior Coordinator

- Managing Excel Sheets
- Conducting Vehicle Auctions

SKILLS

- Communication
- Time Management
- Goal Oriented
- Critical Thinking
- Problem Solving

SKILLS

- WordPress
- Google Search Console
- Google Analytics
- Meta Ads
- Microsoft Excel
- Java
- MoZ
- Uber Suggest

CERTIFICATION

- 3 Months of Digital Marketing Training Certificate
- The fundamentals of Digital Marketing by Google
- Google Ads creative certification
- SEO Fundamentals Course by SemRush Academy
- Content Marketing Certificate by Hubspot Academy
- Social Media by Hubspot Academy
- Advanced Google Analytics
- Google Analytics for Beginners
- Infosys Certified Digital Accessibility Associate
- Become a WordPress Developer: Unlocking Power With Code by Udemy
- Business Communication Level 5 by Infosys
- Infosys Certified Spring associate
- Infosys certified Java SE8 developer

PROJECTS

- Created an e-commerce website
 - www.inkhand.digitalshabnam.com
- Created 10+ websites
- Done On page and Off-page Activities for portfolio
- Made SEO Audit on Opentutor Website
- Created Backlinks for Opentutor Website
- Done Keyword Research for Armster Movers, UAE
- Ranked my portfolio in SERP
- Managed advertising campaign for Lesol.
- Prepared Content Calender in Zoho Mail
- Done Email Marketing for my e-commerce

I here by declare that all the above information is correct to the best of my knowledge and belief.

Date :

Place:

Shabnam M