

AFNA P

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PROFESSIONAL SUMMARY

Detail-oriented and results-driven Digital Marketing Strategist, holding a Bachelor of Commerce (B.Com) in Co-operation and a Diploma in Digital Marketing. Skilled in SEO, Google Ads, Meta Ads, performance marketing, content creation, blog writing, website development, and market analysis. Skilled at implementing digital marketing strategies that boost visibility, engagement, and lead generation. Strong communicator with excellent time management skills, passionate about helping businesses strengthen their online and offline presence and achieve measurable growth.

KEY SKILLS

- Google Ads & Meta Ads
- SEO & Keyword Research
- Performance Marketing
- Content Creation & Blog Writing
- Website Development (WordPress)
- MS Office (Excel, Word, PowerPoint)
- Time Management & Communication Skills

WORK EXPERIENCE

Apprentice Trainee – Alpha Digital Academy, Kannur | August 2025 - Present

- Gained hands-on experience in SEO, Google Ads, Meta Ads, and content marketing.
- Assisted in executing digital campaigns that improved engagement and increased website traffic.
- Worked with tools including Google Analytics, HubSpot, and WordPress to analyze and optimize campaign performance.

EDUCATION

Diploma in Digital Marketing | April 2025 - August 2025

Alpha Digital Academy, Kannur

Bachelor of Commerce (B.Com) in Co-operation | 2022 – 2025

Kannur University

Higher Secondary Education (Commerce) | 2020 – 2022

CHMSS Elayavoor

CERTIFICATIONS

- Fundamentals of Digital Marketing (Google)
- Google Ads Certification
- Google Analytics Certification
- HubSpot
- Semrush SEO Certification

PROJECTS

A Study on Women Entrepreneurship in Beauty Clinic

Conducted a research-based project analyzing challenges, growth opportunities, and business strategies of women entrepreneurs in the beauty clinic industry.

LANGUAGE

English
Malayalam