



RIFNA

Digital Marketer

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ABOUT ME

I am a BA Advertising and Sales Management graduate with practical experience in digital marketing, keyword research, content creation, and graphic design. I have skills in SEO, Google Ads, and social media marketing to improve brand visibility. Through internships and workshops, I gained hands-on knowledge in campaign planning, analytics, and content development. I am eager to help brands grow online using effective, data-driven marketing strategies.

EDUCATION

Bachelor of Arts in Advertising and Sales Management

2022 - 2025

MAMO College,
University of Calicut

Higher Secondary Education (Science)

2020 - 2022

GHSS Kavanur, Kerala

EXPERIENCE

Digital Marketing Intern

Angle Belearn

May - August 2025

Graphic Designing & Content Writing Intern

PoplrCult

May - June 2024

SKILLS

- **Digital Marketing:** SEO, Keyword Research, Google Ads, Social Media Marketing
- **Content Creation:** Copywriting, Blogging, Social Media Content
- **Design:** Adobe Photoshop, Canva, and Adobe Illustrator
- **Social Media Platforms:** Facebook, Instagram, YouTube, LinkedIn
- **Computer Skills:** MS Office Suite
- **Communication:** Strong interpersonal & presentation skills
- **Proficient in Google Workspace:** Docs, Sheets, Gmail, Drive, Calendar, Chrome, and similar productivity tools

CERTIFICATIONS

- **The Complete Digital Marketing Guide**
Udemy (Feb 2024 – Feb 2025)
- **Google Ads for Beginners**
Coursera (December 2024)
- **Adobe Photoshop**
Add-on Course – MAMO College

WORKSHOPS

- **Digital Marketing**
Haris&Co
- **Digital Marketing and Content Creation**
PoplrCult
- **Photography**
Ishoot