

FATHIMA FARHANA

DIGITAL MARKETING PROFESSIONAL

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SUMMARY

Digital Marketing professional with hands-on experience in WordPress website development and ongoing training in core digital marketing areas including SEO, social media marketing, and content creation. Strong foundation in audience understanding through academic background in Sociology, with a focus on building engaging digital experiences and improving online visibility.

SKILLS

- **Digital Marketing Skills:** Search Engine Optimization (SEO – Basics) | Social Media Marketing (SMM) | Content Creation & Copywriting | WordPress Website Management | Keyword Research (Beginner Level) | Basic Google Ads Knowledge | Tiktok Ads
- **Soft Skills:** Communication & Content | Writing Research & Audience Analysis | Creativity & Visual Thinking | Time Management & Adaptability
- **Tools & Platforms:** WordPress | Canva | Google Docs | MS Office
- **Languages:** English | Malayalam

EDUCATION

GCC Digital Marketing

Skillmount | 2025 - Present

- Learning practical applications of SEO, social media marketing, Google Ads, and content strategy.
- Exposure to keyword research, campaign structuring, and analytics tools.

BA Sociology

University of Calicut | 2020 - 2023

- Developed strong research, analytical thinking, and audience behavior understanding.

PROJECTS

WordPress Portfolio Website | farhanfaz.in

- Designed and developed a responsive personal portfolio website using WordPress.
- Structured website content for better user experience and navigation.
- Applied basic SEO practices (on-page optimization, keyword placement, meta descriptions).
- Customized themes and layouts to enhance visual engagement.

PERSONAL INFORMATION

Gender: Female | Date of Birth: 01/06/2002 | Nationality: Indian