



# Jashida Febin.C

## Digital Marketing Strategist

The highly self-motivated individual seeking an opportunity to apply and complement the theoretical and practical knowledge of contributing some lasting value that will benefit society. Creative and performance-driven Digital Marketing Analyst with experience in building and implementing strategies focused on SEO, SMM, and AdWords for small to medium-sized sites.

## Contact

### Phone

+971 563007262

### Email

jashidafebinc@gmail.com

### Address

Al Karama, Dubai, UAE

## Education

2021

### M-Tech

Cochin College of Engineering  
& Technology

2017

Diploma in Digital Marketing  
STED Council

2012

### B-Tech

Calicut University

## Expertise

- SEO
- Google ads
- Social media marketing
- Wordpress
- Keyword Research
- Competitor Analysis
- Lead Generation

## Language

English

Hindi

Malayalam

Tamil

## Experience

### June 2022 -Dec 2022

Company Name | Acodez

### Digital Marketing Trainer

Manage On-page and Off-page SEO activities. Providing campaign performance reporting and analysis to senior managers and clients. Provide in-class training on Digital Marketing. Upgraded self-knowledge across all courses ranging from Social Media Marketing, AdWords and SEO. Monitoring competitors' social media activity, websites and email newsletters. Website auditing.

My Clients:

<https://www.greenchoicecarpet.com/>

<https://tbpl.in/>

<https://hilifebuilders.in/>

### February 2021 - June 2022

Company Name | IAM Business School

### Digital Marketing Manager

Managed Social Media Account. Created leads through social media campaigns. Optimized social media pages. Monitoring competitor social media activity, websites and email newsletters. Targeting customers through the use of social media. Created Content calendar. Managed On-page and Off-page SEO activities. Website auditing. Familiar with Ahref, MOZ, Google Analytics and Google webmaster. I have created various search campaigns on Google Ads. Optimized Google Ads Keywords based on Bid. Created WordPress landing pages for a different campaign.

Client:

<https://iamstudies.com/>

### April 2017 - September 2020

Company Name | Sizcom Digital

### Senior Digital Marketing Executive

Expert in social media marketing. I can generate leads through social media campaigns. Worked as a digital marketing trainer. Ability to promote website using SEO. Ability to create HTML pages exactly handle both design and coding. Worked as a lead on the SEO team. Manage On-page and Off-page SEO activities. Providing campaign performance reporting and analysis to senior managers and clients. Provide in-class training on Digital Marketing.

Clients:

<https://sizcomdigital.com/>

<https://www.appleexpertsdoha.com/>

<https://www.ramoozcarcairedubai.com/>

### Reference- Yunus

CEO-IAM Business School

Phone: +91 9567989062

### Reference- Vipin

Manager- Acodez

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