



# SHEHANA LATHEEF

## DIGITAL MARKETING EXECUTIVE

### CONTACTS



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Kollam, Kerala

### CAREER OBJECTIVE

I am seeking for a digital marketer role which allows me to continue learning and perfecting my skills as I provide high quality work, and encourages me to flourish as a digital marketer.

### EXPERIENCE

#### DIGITAL MARKETER

UpGro Digital , Saudi Arabia

2023 - Present

### INTERNSHIP

One Team Solutions EdTech PVT LTD, Kochi |  
Digital Marketing

#### March, 2023

- Good Knowledge of SEO
- Good understanding of Google Analytics
- Proficient in WordPress web development
- Familiar with Social Media Marketing
- Knowledge of creating Facebook Ad campaigns and Google
- Ads Know to configure different plugins in WordPress

### CERTIFICATION

- Digital Marketing - One team Solutions, Kochi
- Fundamentals of Digital Marketing - Google Digital Garage
- Digital Marketing - Hubspot Academy
- Social Media Marketing - Hubspot Academy
- Google Ads Display - Google Ads
- Google Ads Search - Google Ads

### EDUCATION

**Sree Narayana Guru College, Kollam, 2018**

BSC. Physics and Computer Application

**Govt. Boys H.S.School, Kottarakara, 2015**

Plus Two

**Marthoma Girls High School, Kottarakara, 2013**

SSLC

### SKILLS

- SEO
- SMM
- SEM
- Google Analytics
- Wordpress Web Development
- Designing Tool : Canva
- On Page & Off Page SEO

### INTERNSHIP PROJECT

<https://attirehub.in>

Developed a WordPress website and implemented ON page SEO activities

Tools Used :

Google Tag Manager, Yoast SEO,  
Elementor, Google Analytics,  
Google Search Console

### LANGUAGES

- Malayalam
- English