



ASNA.E

DIGITAL MARKETER

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[asna sulfi](#)

Taliparamba, Kannur

PROFESSIONAL SKILLS

- WordPress Web Development
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM)
- Email Marketing
- Basic Video Editing (Reels, Promo Videos)
- Handcrafting & Product Styling for Visual Branding

SOFT SKILLS

- Time Management
- Creative Thinking
- Communication
- Problem Solving
- Microsoft 360

CERTIFICATION

- HubSpot Content Marketing Certification
- Semrush Academy SEO Certification
- HubSpot Digital Marketing Certification
- HubSpot Social Media Marketing Certification

LANGUAGE

- English
- Hindi
- Malayalam

ABOUT ME

I'm a passionate Digital Marketer skilled in social media management, SEO, and content creation. I enjoy helping brands grow online through creative strategies and smart digital tools. Eager to learn, explore trends, and deliver results that matter.

EXPERIENCE

Digital Marketer | Intern ABC GROUP INDIA

2025 - August

- Worked on campaigns for ABC and sub-brands: Beбето, Granitogres, abcademy, Majilis.
- Conceptualized, planned, and executed digital marketing campaigns across platforms (Instagram, Facebook, LinkedIn, to boost brand visibility and engagement for multiple sub-brands.
- Conducted competitor analysis and audience research to inform content strategy and ad targeting, increasing campaign effectiveness.
- Collaborated with design and content teams to create ad creatives, promotional videos, and social media content calendars.

Craft Maker | Freelance Artist

2022 - Present

- Designed and sold custom handcrafted products through social media platforms
- Managed end-to-end process including product creation, content posting, and customer engagement
- Built strong customer relationships through prompt communication and personalized service

EDUCATION

Diploma in Digital Marketing

Feb 2025 - July 2025

ABCADEMY, Taliparamba, Kannur

Higher Secondary

2022 - 2024

GVHSS Pariyaram, Taliparamba, Kannur