

ATHEENA A V

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with 2+ years of practical experience across SEO, performance marketing, social media marketing, content marketing, lead generation, website optimization and e-commerce. Experienced with Google Ads, Meta Ads, keyword research, campaign planning, conversion tracking, GA4, Google Tag Manager and Google Search Console. Hands-on exposure to WordPress, Shopify, Canva and AI-assisted content creation, with a focus on structured, data-informed marketing activities that drive visibility, engagement, lead generation and business growth.

CORE SKILLS

SEO & Search Marketing: Keyword Research & Mapping, On-Page/Off-Page/Technical SEO, Competitor Analysis, Google Search Console, SEO Reporting

Performance Marketing: Google Ads, Meta Ads, Campaign Planning, Audience Targeting, Lead Generation, Conversion Tracking, GA4, Google Tag Manager, A/B Testing

Social Media Marketing: Facebook, Instagram & LinkedIn Marketing, Content Planning, Community Management, Social Media Audits, Organic Growth

Web & E-commerce: WordPress, Elementor, Shopify, CMS Management, Website Optimization, E-commerce Marketing, Dropshipping, Product Research

Content & Creative: Content Strategy, Copywriting, Blog Writing, Canva, Social Media Creatives, AI-Assisted Content/Image/Video Generation

Marketing Tools: Google Ads, Meta Ads Manager, GA4, Google Tag Manager, Google Search Console, Canva, MS Excel, WhatsApp Business

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Global Care Consultants, Kochi

2 Years

- Managed end-to-end digital marketing activities including social media management, content creation and promotion, digital campaigns, online brand promotion and lead generation.
- Supported website and online presence management, SEO activities and performance reporting to strengthen digital visibility, organic traffic and engagement.
- Planned and executed digital marketing initiatives with a focus on audience reach, lead generation and measurable campaign performance across multiple channels.

Digital Marketing Freelancer | Avodha Edutech Pvt. Ltd., Kochi

- Provided freelance digital marketing support with a focus on performance marketing and practical campaign activities, working across SEO, paid advertising, social media and content marketing.

Digital Marketing Intern | Burj Buzz, Dubai, UAE

- Gained practical exposure to digital marketing in a Dubai-based business environment; supported campaign execution, social media management, content scheduling, SEO activities and campaign reporting.

SELECTED PROJECTS

- SEO Website Optimization — Executed on-page, technical and off-page SEO with an E-E-A-T-focused strategy to improve organic rankings and search visibility.
- Google Ads Campaign Strategy — Built a search campaign for a UAE women's salon focused on local lead generation and conversions.
- Meta Lead Generation — Ran a Meta lead-generation campaign for an Ather electric scooter dealership targeting the Calicut market.
- Meta Awareness Campaign — Managed a brand awareness campaign for Zorucci Premium Rentals, Perinthalmanna, to boost local reach and engagement.
- Google Search Campaign — Planned and executed a Google Search campaign for a French restaurant in Dubai to drive footfall and bookings.
- The Speech Clinic — Delivered a Meta lead-generation campaign to support patient inquiries and appointment bookings.
- Veloura Shopify Store — Built and marketed a Shopify e-commerce store, including product pages, SEO setup and promotional campaigns.
- Luxury Watch Social Media Creative — Designed Canva-based promotional creatives for a luxury watch brand's social media campaigns.
- Personal Portfolio Website — Designed and built atheenaav.com to showcase skills, case studies and campaign results.

EDUCATION & CERTIFICATIONS

Bachelor of Commerce (B.Com) — St. Mary's College, Thrissur

Digital Marketing Certification — Avodha Edutech Pvt. Ltd., Kochi | Skill Mount Education Pvt. Ltd.

KHDA Dubai Certified Digital Marketing Program

ADDITIONAL SKILLS

Communication, Problem Solving, Analytical Thinking, Team Collaboration, Time Management, Adaptability, Attention to Detail, Client Handling, Multitasking, Fast Learner