

RIYA NOUFAL

Digital Marketing Strategist

+91 8089335725

riyanoufal505@gmail.com

Kannur

in Riya Noufal

riyanoufal.in

EDUCATION

Digital Marketing
Opentutor Academy
DEC 2024

Bachelor of Commerce
Kannur University
2019 - 2022

TECHNICAL SKILLS

- Web Developer
- Social Media Management
- Search Engine Optimisation
- Content Creation
- SEO Analyst
- Email Marketing
- Google Ads

SOFT SKILLS

- Communication
- Leadership Quality
- Time Management
- Creativity

LANGUAGES

- English
- Malayalam

PROFESSIONAL SUMMARY

Motivated digital marketing strategist with a strong foundation in Web development, social media management, SEO, and email marketing. Eager to start a career in digital marketing, I am passionate about staying up-to-date with the latest trends and technologies. I am skilled in using data analytics to optimize campaigns and deliver impactful results. My goal is to help businesses grow and succeed online.

WORK EXPERIENCE

Digital Marketing Intern

At Opentutor Digital Academy, Kannur
August 2024 to December 2024

- Conducted research on industry trends to improve digital marketing strategies.
- Created engaging Social Media content and monitored performance metrics to increase follower engagement.
- Collaborated with a team to plan and execute Google Ads campaigns for the academy, including keyword research, ad creation, and performance tracking
- Created a content strategy for a brand to enhance its online presence and collaborated on solutions to address client concerns.

CERTIFICATIONS

- 3 Months of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Google Analytics
- Semrush Academy SEO Fundamentals
- Hubspot Content Marketing
- Hubspot Social Media
- Google Ads Search
- Google Ads Video

PROJECT EXPERIENCES OF DIGITAL MARKETING

SOCIAL MEDIA MARKETING (SMM)

- Developed social media strategies for the brands “iBay” and “HadiyaKart”.
- Created content calendars for the brands “iBay” and “HadiyaKart”.
- Ad run for Opentutor Digital Academy.
- Managed social media accounts for various brands.

E COMMERCE WEBSITE

- Developed an e-commerce website model
<https://store.riyanoufal.in/>

SEARCH ENGINE OPTIMISATION (SEO)

- Conducted a site audit for AMSTER Movers.
- Executed keyword research for AMSTER Movers (UAE) and Asset Management (Dubai) to optimize search rankings.
- Sitemap Submission
- On page activities
- Off-page activities
- Blog Post for Opsule

SEARCH ENGINE MARKETING (SEM)

- Managed Google Ads campaigns for Opentutor Digital Academy
- Keyword research for Opentutor Academy and Muffin Shakes (UAE).

WEB DESIGNING PROJECTS

- Oxted (demo) - <https://riyanoufal.in/oxted/>
- Mumbai (demo) - <https://riyanoufal.in/mumbai/>
- Apple (demo) - <https://riyanoufal.in/iphone/>
- Homezen (demo) - <https://riyanoufal.in/homezon/>
- HIKE.IN - <https://riyanoufal.in/new-page-2/>
- Dream Home Reality - <https://riyanoufal.in/houses-for-sale/>
- TravelCo - <https://riyanoufal.in/travelco/>
- TORONTO (demo) - <https://riyanoufal.in/toronto/>
- DIGITALX - <https://riyanoufal.in/digitalx/>
- EXPONENT - <https://riyanoufal.in/exponent/>