

RIYA NOUFAL

Digital Marketing Strategist | WordPress Web Developer

Kannur, Kerala

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PROFESSIONAL SUMMARY

Results-driven digital marketing strategist with 1.4 years of experience in SEO, social media management, Google Ads, Meta Ads, and WordPress development. Skilled in creating high-performing websites, optimizing search visibility, managing paid campaigns, and improving engagement. Strong ability to combine creativity with data-driven insights to enhance brand presence and achieve measurable marketing results.

CORE SKILLS

- Digital marketing strategy
 - Social media marketing & management
 - SEO (on-page, off-page, technical SEO)
 - Google Ads & Meta Ads management
 - WordPress website development
 - Content creation
 - Analytics, reporting & optimization
 - Branding & online reputation management
 - Landing page optimization
 - Lead generation & customer engagement
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PROFESSIONAL EXPERIENCE

Wordpress Developer & SEO Analyst

Kannur Jan 2025 – Jan 2026

Hashqubes Digital,

- Developed and managed 30+ websites using WordPress, Elementor, Shopify, and WooCommerce.
- Designed responsive and user-friendly business and eCommerce websites.
- Implemented on-page SEO strategies and optimized website performance for better search rankings.
- Successfully ranked 10+ websites on search engines through SEO optimization and keyword strategies.
- Worked on website customization, speed optimization, and basic technical SEO improvements.

Digital Marketing Intern

Aug 2024 – Dec 2024

Opentutor Digital Academy, Kannur

- Developed data-driven marketing strategies to increase visibility and lead generation.
 - Conducted market and competitor analysis to refine campaigns.
 - Managed social media campaigns and digital ads to improve engagement.
 - Coordinated with design and development teams for consistent branding.
 - Analyzed campaign performance and offered optimization insights.
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EDUCATION

Digital Marketing Certification - Opentutor Academy (DEC 2023)

Bachelor of Commerce (BCom)

Kannur University (2019-2022)

Higher Secondary Education – Moothedath H.S.S (2017–2019)

CERTIFICATIONS

- Certified for successfully working as a Web Developer for 1 year.
 - 3 Months of Digital Marketing Training Certificate
 - Google Analytics
 - HubSpot Content Marketing
 - Semrush Academy SEO Fundamentals
 - Google Ads Search
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LANGUAGES

English, Malayalam

PROJECT EXPERIENCES

- abcgroupqatar.com
- fufetrend.com
- gearnotion.com
- sedralmadena.com
- jazeerjamal.com
- shahouqint.com
- archinscape.com
- signaturestamps.ae
- sagarpearl.com
- www.idealhomeqatar.com
- createyourfumes.com
- emartworld.in
- farhanakthar.com
- haffco.com
- abclights.qa
- footmartworld.in
- unomed.in
- > istoredigital.co.in
- > mimoproducts.com
- > chavaraedu.in

