

RANA FATHIMA

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www.ranafathima.com | [Rana Fathima](#)

PROFILE

I am a motivated and results-oriented Digital Marketing Specialist with practical experience gained through certified training, internships, and hands-on projects. Skilled in SEO, SEM, Google Ads, Meta Ads, WordPress, Graphic Design and content marketing, with a strong foundation in social media marketing, paid ads, and website development. I'm now seeking an entry-level digital marketing role where I can apply my skills, grow professionally, and contribute to meaningful business results.

EDUCATION

Diploma in Digital Marketing
G-Tec Computer Education, Thalassery
Higher Secondary Education (Science-Biology)
Sarvadeivatha Institution, Karnataka

INTERNSHIP

Digital Marketing Intern
G-Tec Thalassery

- Gained hands-on experience in SEO, SMM, and Google Ads
- Managed mock social media campaigns and keyword research
- Gained basic knowledge of analytics tools like Google Analytics and Search Console for website tracking.

PROJECTS

Portfolio Website – www.ranafathima.com

- Created using WordPress with optimized structure and SEO
- Showcases personal branding and services as a freelance strategist

Social Media Campaign

- Designed and executed a campaign for a local brand using Canva & Meta Ads
- Achieved 30% increase in engagement during project period

CERTIFICATES

- Professional Diploma in Digital Marketing (G-TEC Thalassery)
- Content Marketing (Hubspot Academy)
- Social Media Marketing (Hubspot Academy)
- Search Engine Optimization (Semrush)
- Digital Marketing Associate Meta Certificate

CORE SKILLS

- Digital Marketing Strategy
- SEO & SEM
- Social Media Marketing
- WordPress Development
- Google Ads & Meta Ads
- Content Marketing
- Canva Design
- Keyword Research
- Marketing Automation
- Graphic Design (Photoshop, Illustrator)
- Email Marketing
- Audience Targeting & Analytics
- Data Driven Decision Making
- Team Collaboration & Communication

LANGUAGES

- English: (Proficient)
- Hindi: (Conversional)
- Kannada: (Conversional)
- Malayalam: (Mother Tonque)