



ASIFA PUTHUPARAMBIL

DIGITAL MARKETING EXECUTIVE

BBA MARKETING

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PROFILE

Results-driven Digital Marketing Professional with 1+ year of experience in driving measurable online growth. Skilled in developing and executing data driven digital strategies that enhance brand visibility, increase customer engagement, and boost revenue. Proficient in SEO, SEM, Social Media Management, Email Marketing, and Web Content Creation. Experienced in lead generation, campaign optimization, and market analysis. Adept at understanding customer needs and delivering solutions that improve user experience and business performance.

SKILLS & EXPERTISE

Digital Marketing Strategy Search Engine Optimization (SEO) Lead generation
Social Media Marketing Google Ads (Search, Display, YouTube) Adobe Photoshop
Content Marketing Data Analytics and Reporting Basic HTML/CSS Illustrator
Google Business Listing Social Media Poster Design Wordpress SEO Ai Tools
Domain & Web Hosting Outlook Configuration LinkedIn & Insta Ads Local SEO

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

@ Metahash Digital Media LLP, Kaloor Kochi

MAY 2025 - MAY 2026 | KALOOR KOCHI

Developing Digital Marketing Strategies, Market Research & Analysis: Conduct market research to understand target audiences, their behavior, and preferences. Analyze competitors' strategies.

HOSTESS & SALES ASSOCIATE

@ Zelebrea Cafe Calicut

JANUARY 2024 - JUNE 2024 | CALICUT

Handled customer interactions and supported front-of-house operations, ensuring smooth service flow and guest satisfaction. Managed reception, seating, and inquiries while maintaining service standards and effective communication.

EDUCATIONAL QUALIFICATIONS

BBA IN MARKETING | YEAR 2023

@ KMCT Arts & Science College Kuttippuram

HIGHER SECONDARY | YEAR 2020

@ Govt. G V H S S, Tirur, Malappuram

SECONDARY SCHOOL LEAVING CERTIFICATE (SSLC)

@ Govt. G V H S S, Tirur, Malappuram

TECHNICAL QUALIFICATIONS

ADVANCED DIGITAL MARKETING TRAINING | YEAR 2025

@ Metahash Digital Media LLP, Kaloor, Kochi | Kerala India

SOFTWARE SKILLS

	ADOBE PHOTOSHOP	<div style="width: 90%;"></div>
	ADOBE ILLUSTRATOR	<div style="width: 90%;"></div>
	VISUAL STUDIO CODE	<div style="width: 90%;"></div>
	WORDPRESS	<div style="width: 90%;"></div>
	MICROSOFT OFFICE	<div style="width: 90%;"></div>

LANGUAGES

English	<div style="width: 90%;"></div>
Malayalam	<div style="width: 90%;"></div>

REFERENCE

SALEESH S N
Director
Metahash Digital Media LLP
M: +91 9847 2735 31
Mail: info@themetahash.com

PERSONAL DETAILS

Nationality	:	Indian
Date Of Birth	:	07/05/2003
Passport Number	:	B9707360
Expiry Date	:	01/05/2034
Marital Status	:	Married
Interest	:	Travelling
Hobbies	:	Listening Music

DECLARATION

I here by declare my unwavering commitment to upholding the values of integrity, ethics, and confidentiality in all aspects of my professional life.

Place: Tirur

Date:

: **ASIFA PUTHUPARAMBIL**