AJMAL EK

Digital Marketing Executive

CONTACT

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- Linkedin
- https://ajmalek.in/
- Kannur, Kerala

EDUCATION

Digital Marketing

- Opentutor Digital Academy, Kannur
  2024

Diploma In Civil-engineering

- MGM College, Pilathara
  2020-2023

SKILLS

- Search Engine Optimization
- Social Media Marketing
- Web Development
- Google Ads
- Analytical Thinking
- Communication Skills
- Teamwork

LANGUAGES

- English
- Malayalam

PROFESSIONAL SUMMARY

Results-driven digital marketing strategist seeking to launch a career in the dynamic field of digital marketing. Equipped with a detailed understanding of digital marketing areas, including Search Engine Optimization, Social Media Marketing, Web Development, Pay-Per-Click and Email Marketing.

WORK EXPERIENCE

Digital Marketing Intern

Opentutor Digital Academy Kannur   October-2024

- I supported paid advertising initiatives, conducting keyword research, crafting compelling ads, and monitoring campaign performance to optimize results.
- Assisted in the creation of engaging social media content and monitored social media channels for audience engagement.
- Monitored social media conversations and analytics to inform content strategies.

CERTIFICATIONS

- 3 Months of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Semrush Academy
- Google Analytics
- Hubspot Content Marketing
- Hubspot Social Media Marketing
- Google My Business

PROJECT EXPERIENCES

OF DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION (SEO)

- Keyword Research done for Caviar Dubai
- Keyword Research done for Design School
- Site Audit Caviar Dubai
- Sitemap Submission
- Off-page activities
- Blog Post
- On page activities

SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy Brand - Caviar Dubai
- Content calendar
- Running ads
- Perfectly handling social media accounts
- Ad run for Opentutor Digital Academy , Design School Opentutor , Fenix Advertising, Softzone .

E- COMMERCE WEBSITE

- Created an e-commerce website https://store.ajmalek.in/

SEARCH ENGINE MARKETING (SEM)

- Google Ads
- Keyword Research done for Design School

- Ad run for Design School Opentutor

WEB DESIGNING PROJECT

- Exponent [demo] - https://ajmalek.in/exponent/
- Homezen [demo] - https://ajmalek.in/homezen-2/
- Mumbai   [demo] - https://ajmalek.in/mumbai/
- Oxted   [demo] - https://ajmalek.in/oxted-2/
- Toronto   [demo] - https://ajmalek.in/toronto/