

# FATHIMA LULU

## Digital Marketing Strategist

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### PROFILE

Results-driven Digital Marketing Strategist with strong expertise in SEO, SEM, Google Ads, Meta Ads, Social Media Marketing, WordPress, and Graphic Design. Proven ability to plan, execute, and optimize data-driven digital marketing campaigns, improve website rankings, increase traffic, and generate high-quality leads. Skilled in keyword research, on-page SEO, paid advertising, content optimization, analytics, and conversion rate optimization, delivering measurable business growth.

### EXPERIENCE

- 08/2025 – 03/2026  
calicut kerala
- Digital Marketing Intern**  
AdsIn Learning Hub
- Completed internships at Wildgram Travel & Tourism and Mymist Perfume, where I managed social media campaigns using Meta Business Suite, designed creatives with Canva, and contributed to increasing engagement and brand visibility.
  - Trained in digital marketing, including SEO, SEM, Google Ads, social media marketing, and website development.
  - Performed keyword research, on-page, off-page SEO, and website optimization to improve search engine rankings and organic traffic.

### EDUCATION

- 2020 – 2024
- Bachelor's In Computer Science And Engineering**  
KMCT College Of Engineering For Women  
CGPA:7.6

### SKILLS

#### Digital Marketing

SEO, SEM, Google Ads, Google Analytics, Meta Ads, Keyword Research, Web design, Content Marketing, Social Media Management, Email Marketing, wordpress

#### Databases

SQL Server, MySQL, PostgreSQL.

#### Design

Canva, Figma

#### Web Technologies

HTML, CSS, JavaScript

#### Soft Skills

Communication, Problem-Solving, Analytical Thinking, Creativity, Teamwork, Time Management

### PROJECTS

#### Digital Marketing Campaigns (Google Ads & Meta Ads)

- Executed digital marketing campaigns using Google Ads and Meta Ads, including traffic and engagement campaigns; handled audience targeting, optimization, and performance tracking.

#### Social Media Marketing Projects

- Managed social media marketing for internship projects (Wildgram Travel & Tourism & Mymist Perfume), created posters and ad creatives using Canva, and improved engagement and brand visibility.

#### WordPress Portfolio Website

- Built a personal portfolio website using WordPress and implemented SEO strategies (keyword research, on-page & off-page SEO) to improve website performance and organic reach.

### TECHNICAL PROJECTS

#### Wi-Fi Indoor Location Tracking Algorithm

- Developed a Python-based algorithm leveraging Wi-Fi signal strength to estimate indoor user locations with approximately 80% accuracy.
- Built an interactive front-end using HTML, CSS, and JavaScript to visualize real-time device positioning within mapped layouts

#### Hospital Management System

- Developed and deployed a PHP and MySQL-based web application for hospital operations. Implemented patient, doctor, and billing modules with form validation and secure database access.

### CERTIFICATES

- Full Stack Development-Jspider, Kochi
- UI/UX Design Tinkerhub KMCT College of Engineering
- Digital Marketing Training - AdsIn Learning Hub
- AWS, AI, ML and Data Science -Techbyheart

## TECHNICAL EXPERIENCE

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01/2025 – 10/2025

### **Software Developer**

- Technical experience with ASP.NET Core, SQL Server, HTML, and CSS, enabling effective collaboration on website updates, landing pages, and performance optimization.
- Understanding of backend systems and data flow to support analytics implementation, tracking accuracy, and website reliability.

07/2024 – 12/2024

### **Full stack web developer**

- Proficient in HTML5, CSS3, JavaScript, and Bootstrap for responsive and user-friendly website design.
- Experienced in front-end development, creating structured layouts, styling web pages, and implementing interactive features.