

# ISMAIL K A

Digital Marketer

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## PROFESSIONAL SUMMARY

A quick-witted, creative person who has a preference for interacting and forming relationships online. Knowledgeable about the tactics and instruments of digital marketing. Competent in integrated marketing techniques, able to boost sales and raise brand recognition. Looking for a demanding position in a sales department that works with both B2B and B2C clients. Highly driven to find prospects in order to assist the company in improving its customer connection. Have the ability to professionally present a product or service to customers.

## WORK EXPERIENCE

**DIGITAL MARKETING EXECUTIVE & TRAINER** OCT-2024- APR-2025

Dhanwis Techinfo Solution, Kannur

- Taught SEO, digital marketing strategies, and content creation to students. Executed SEO
- Strategies and managed digital marketing campaigns across platforms (Google Ads, Facebook, Instagram). Developed content calendars and created engaging posts, videos, and promotional
- Materials. Produced and edited videos, including engaging reels, to drive brand visibility and
- Audience interaction. Analyzed campaign performance and provided actionable insights to optimize digital marketing efforts. Taught comprehensive digital marketing courses, covering
- SEO, content creation, social media strategies, and campaign management to students, ensuring practical understanding. Executed SEO strategies, including keyword research, on-page and off-
- Page optimization, and managed multi-channel digital marketing campaigns across Google Ads, Facebook, and Instagram to drive brand awareness. Developed and managed content calendars,
- Creating engaging posts, blog articles, videos, and promotional materials to maintain a consistent online presence and audience engagement. Produced and edited high-quality videos, including Instagram reels and promotional videos, to increase brand visibility, engagement, and
- Reach across various digital platforms. Monitored and analyzed the performance of digital campaigns, providing data-driven insights and recommendations to improve strategies and
- Maximize campaign ROI.

## EDUCATION

**DIGITAL MARKETING** Opentutor

Digital Academy, Kannur

SEP-2024

**BA ARABIC**

Calicut University 2019-2021

## CERTIFICATION

- 3 Months of Digital Marketing Training
- Certificate Fundamental Digital Marketing
- Semrush Academy Google Analytics
- Advanced Google Analytics Hubspot
- Content Marketing Hubspot Social Media
- Marketing Google Ads Search Google Ads Video

## SKILLS

- Analytical Thinking
- Team Work
- Communication Skill
- Adaptability

## PROJECT EXPERIENCES OF DIGITAL MARKETING

### SEARCH ENGINE OPTIMISATION (SEO)

Done Site Audit for Amster Movers  
Done Keyword Research for Amster Movers  
Site map submission  
Blog posting  
On page activities  
Off page activities

### SOCIAL MEDIA MARKETING (SMM)

- Have run Meta Ads for Fenix, Opentutor, and Opentutor Design School
- Prepared Social Media Strategy for Brand - Techleap, (a project management platform)
- Making Content Calender

### E-COMMERCE WEBSITE

Created an E-commerce website model

### SEARCH ENGINE MARKETING (SEM)

- Keyword research for Amster Movers
- Keyword Research for Opentutor
- Have run PPC Ads for Opentutor

## WEB DESIGNING PROJECTS

- Oxted (demo) - <https://izmaildigital.com/oxted/>
- Mumbai (demo) - <https://izmaildigital.com/mubai/>
- Toronto (demo) - <https://izmaildigital.com/toronto/>
- Oxted (elementor) - <https://izmaildigital.com/oxted/>
- Law Firm (demo) - <https://izmaildigital.com/law-firm/>
- Apple (demo) - <https://izmaildigital.com/apple/>