

JAFLA V

DIGITAL MARKETING EXECUTIVE

CONTACT

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PROFILE SUMMARY

Digital Marketing Executive with 1 year of experience in social media marketing, content writing, Meta Ads, Google Ads, WordPress website design, Canva designing, video editing, and SEO. Skilled in planning and executing data-driven campaigns to improve brand visibility, engagement, and lead generation. Seeking to apply digital expertise in a growth-focused organization.

WORK EXPERIENCE

BRAND STRATEGIST & SOCIAL MEDIA MANAGER

Windrop Marketing, Kannur

Feb 2025 - Nov 2025

- Managed social media for brands, creating content for posters, and videos that fit each brand's style.
- Planned and executed content strategies and campaign ideas.
- Led the creative team, ensuring smooth coordination, quality control, and timely delivery of all projects.
- Ran and optimized Meta Ads campaigns to improve reach, engagement, and conversions.
- Handled client communication, project updates, requirement gathering, and feedback management.
- Designed websites, performed SEO, and edited videos, ensuring strong brand presence and smooth project delivery.

CONTENT CREATOR & DIGITAL MARKETER

Moneypit Academy, Kannur

Oct 2024 - Feb 2025

- Improved website visibility by implementing SEO strategies that ranked Moneypit Academy on Google's first page.
- Created and managed monthly social media content calendars to ensure consistent and engaging posts.
- Designed social media posters and managed Moneypit Academy's Instagram, Facebook, YouTube, and LinkedIn accounts.
- Ran Meta Ads (Facebook & Instagram) to drive lead generation and user engagement.

DIGITAL MARKETING INTERN

Opentutor Digital Academy, Kannur

September 2024

- Executed paid advertising campaigns (Google Ads & Meta Ads) with keyword research, ad creation, and performance tracking; built websites including e-commerce; managed social media marketing and content planning; performed SEO with backlink submissions to improve rankings; and delivered complete digital marketing solutions.

EDUCATION

DIGITAL MARKETING

Opentutor Digital Academy, Kannur

September 2024

BACHELOR OF BUSINESS ADMINISTRATION

SIBGA Institute of Advanced Studies

2021 - 2024

TECHNICAL SKILLS

- Web Designing
- Social Media Marketing
- Social Media Management
- Content Writing
- Copy Writing
- Search Engine Optimization (On Page & Off Page)
- Google Analytics
- Video Editing
- AI tools
- Canva Expert
- Google Ads
- GMB

SOFT SKILLS

- Communication Skills
- Adaptability
- Team Work
- Analytical Thinking
- Time Management

LANGUAGES

- English
- Malayalam

ACHIEVEMENTS

- Secured 1st Runner-up in the Landing Page Contest at Opentutor Academy (March 2024) and won 1st Prize in the Website Design Competition at Opentutor Digital Academy (September 2024).
- Successfully ranked the Moneypit Trading Academy website on Google's first page, achieving 1st position for targeted keywords

WEB PROJECTS

- Adstar Advertising Company – Product showcase website
<https://adstaradvertisingcompany.com/>
- Windrop Marketing Agency – Digital marketing agency website <https://windrop.in/>
- <https://nasif.in/> – Personal portfolio website
- <https://iamsinan.com/> – Personal portfolio website
- Dehennish – E-commerce website designing <https://dehennish.in/>
- <https://izmaildigital.com/> – Personal portfolio website
- Oxted, Mumbai, Toronto, Law Firm, Apple (Demo Sites) – Built and optimized multiple WordPress websites using Themify and Elementor, including e-commerce sites, during digital marketing training.