

# AFROSE ABUTHAHIR

## Digital Marketing Executive

Malappuram, Kerala, India | +91 9037067066 | afrosemubuu@gmail.com | linkedin.com/in/afrose-abuthahir

### PROFESSIONAL SUMMARY

Results-driven fresher Digital Marketer with hands-on experience building and optimising WordPress blogs, executing SEO strategies, and managing social media content. Proficient in Google Search Console, Semrush, Canva, and CapCut. Passionate about driving organic traffic and brand visibility through data-backed digital strategies. Eager to contribute measurable growth to a forward-thinking marketing team.

### CORE SKILLS & COMPETENCIES

- SEO Strategy (On-Page & Off-Page)
- Technical SEO
- WooCommerce Store Setup & Management
- WordPress Website Management
- Backlink Creation
- Video Editing using CapCut
- Google Ads Campaigns
- Meta Ad Campaigns
- Social Media Marketing (SMM)
- Google Business Profile Optimisation
- Graphic Design using Canva
- Keyword Research & Analysis

### TOOLS & PLATFORMS

Google Search Console • Semrush • Google Keyword Planner • Meta Business Suite • Canva • CapCut • WordPress • WooCommerce • Google Ads • Google Analytics

### PROJECT EXPERIENCE

#### Fashion Fits Blog

WordPress Fashion Blog | Indian Fashion Niche  
fashionfits.lovestoblog.com

- Tracked website performance via Google Search Console, achieving 71 impressions, 12 organic clicks, a 16.9% CTR, and an average search position of 7.8 — demonstrating first-page Google visibility for targeted keywords (Dec 2025 - May 2026).
- Built the blog targeting long-tail keywords in the Indian fashion niche using Google Keyword Planner and Semrush.
- Implemented on-page SEO across 10+ posts: optimised title tags, meta descriptions, internal linking, and image alt text.
- Designed all featured images and banners in Canva; edited short-form promotional videos using CapCut for social sharing.

#### Glow Vibe Beauty Blog

WordPress Beauty Blog | SEO & Content Strategy  
glowvibebeauty.lovestoblog.com

- Launched a second WordPress blog in the beauty niche, applying an SEO-first content strategy throughout.
- Executed off-page SEO including backlink outreach and profile submissions to improve domain authority.
- Configured and managed WooCommerce store features including product listings, categories, and storefront setup.
- Executed Google Business Profile optimisation and social media marketing to build brand presence online.

### EDUCATION & TRAINING

#### Diploma in Digital Marketing

Edure Learning, Trivandrum, India

- Modules: SEO, SEM, SMM, WordPress, Google Ads, Meta Ads, Analytics
- Certificate ID: 023/2025-26/3042

**Nov 2025 - May 2026**

#### Higher Secondary Education (Plus Two)

Muslim Higher Secondary School | Kerala Board

**Completed: 2025**