

AFROSE ABUTHAHIR

Digital Marketing Executive

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PROFESSIONAL SUMMARY

Fresher Digital Marketer with hands-on, self-directed experience building and optimizing two WordPress blogs from the ground up — covering on-page and off-page SEO, WooCommerce setup, and social content. Comfortable reading performance data in Google Search Console and Semrush to guide strategy. Looking to bring that same data-first, hands-on approach to a marketing team, with strong fundamentals in Google Ads and Meta Ads ready to be applied to live client budgets.

PROJECT EXPERIENCE

Fashion Fits — WordPress Fashion Blog

Dec 2025 – May 2026

Indian fashion niche | fashionfits.lovestoblog.com

- Built a new blog from zero and grew it to 144 impressions and 14 organic clicks (12.3% CTR) in Google Search Console, with an average position of 9.2 for targeted long-tail keywords — first-page visibility within months of launch on a brand-new domain.
- Researched and targeted long-tail keywords in the fashion niche using Google Keyword Planner and Semrush, then applied on-page SEO across 10+ posts (title tags, meta descriptions, internal linking, image alt text).
- Designed all featured images and banners in Canva, and edited short-form promotional videos in CapCut for social sharing.

Glow Vibe Beauty — WordPress Beauty Blog

Dec 2025 – May 2026

Beauty & skincare niche | glowvibebeauty.lovestoblog.com

- Launched a second WordPress blog with an SEO-first content strategy from day one, applying lessons from the first project.
- Ran off-page SEO including backlink outreach and profile submissions to build domain authority.
- Set up and managed WooCommerce store features — product listings, categories, and storefront configuration.
- Optimized Google Business Profile listing and ran social media marketing to build early brand presence.

CORE SKILLS & COMPETENCIES

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

TOOLS & PLATFORMS

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

EDUCATION & TRAINING

Diploma in Digital Marketing

2025 – 2026

Edure Learning, Trivandrum, India | Certificate ID: 023/2025-26/3042

- Modules: SEO, SEM, SMM, WordPress, Google Ads, Meta Ads, Google Analytics.

Higher Secondary Education (Plus Two)

2023 – 2025

Muslim Higher Secondary School, Kerala Board