

SALIHA KHALIDK

DIGITAL MARKETING STRATEGIST

CONTACT

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PROFILE SUMMARY

Experienced digital marketing professional skilled in SEO, content marketing, and social media. Proficient in Google Ads, Meta Ads, HubSpot, and WordPress. Certified in digital marketing and SEO with a focus on data-driven strategies. Expert at driving online engagement and business growth.

EDUCATION

2024 - 2025 G TEC COMPUTER EDUCATION

- Professional Diploma in Digital Marketing

2021 - 2024 CALICUT UNIVERSITY

- Bachelor of Science in Chemistry

FIELDS OF PROFICIENCY

- Social Media Management
- SEO & Keyword Research
- Google Analytics
- Email Marketing
- Content Writing
- Website Designing
- Search Engine Marketing

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

CERTIFICATIONS

- HubSpot Content Marketing Certification
- Google Ads Certification
- Social Media Marketing Certification (Meta, HubSpot, or Google)
- HubSpot Digital Marketing Certification
- HubSpot SEO Certification

LANGUAGES

- English: Fluent
- Malayalam: Fluent
- Hindi: basic

TECHNICAL SKILLS

- Adobe Photoshop & Illustrator
- Canva for Content Creation
- Google Ads
- Meta Ads (Facebook & Instagram)
- Wordpress