

SHEHAZIA MUHAZINA

DIGITAL MARKETING EXECUTIVE

Email : shehaziamuhazina.official@gmail.com | [LinkedIn](#) | Portfolio | Phone : +91 8129094185

SUMMARY

Digital marketer trained at CDA Academy ,Kochi with hands-on experience in SEO, Google Ads, social media marketing, WordPress website management, and content creation. Skilled in website optimization, analytics, keyword research, and improving online visibility. Strong analytical and communication skills with a focus on digital growth and brand development. Seeking a digital marketing role to apply and expand practical marketing expertise.

WORK EXPERIENCE

DIGITAL MARKETING INTERN | Jan 2026 – May 2026

CDA Academy, Kochi, Kerala

- Built and optimized a responsive WordPress website using Elementor: shehazia.com
- Conducted keyword research and competitor analysis using Google Keyword Planner and Ubersuggest
- Implemented on-page SEO including meta titles, descriptions, keyword optimization, and internal linking
- Assisted in creating and optimizing Google Ads campaigns for better reach and lead generation
- Created digital content for websites and social media platforms
- Managed website updates, landing pages, and basic design improvements
- Monitored website performance using Google Analytics 4 and Google Search Console
- Optimized Google Business Profile for improved local visibility
- Supported social media marketing activities including content posting and engagement
- Improved website performance, user experience, and online visibility

EDUCATION

- Digital Marketing Course : Jan 2026 - May 2026 CDA Academy
- M. Sc in Biotechnology : 2017 - 2019 Kannur University
- B. Sc in Biotechnology : 2014 - 2017 Kannur University

SKILLS

- **Technical Skills** : SEO (On-page & Technical SEO), Social Media Marketing, Content Marketing, Keyword Research, Competitor Analysis, Email Marketing, Basic HTML & CSS, Website Management, Lead Generation
- **Soft Skills** : Communication, Analytical Thinking, Problem Solving, Creativity, Time Management, Adaptability, Attention to Detail, Team Collaboration
- **Digital Marketing Tools**: Google Ads, Google Analytics 4, Google Search Console, SEMrush, Ubersuggest, Meta Business Suite, Canva, WordPress, Elementor, Mailchimp, Google Tag Manager

CERTIFICATIONS

Google Ads Search Certification, Google Analytics Certification, Google Ads Display Certification, Google Ads Video Certification, HubSpot Content Marketing Certification, SEMrush SEO Certification, CDA Academy Digital Marketing Certification