



FIDHA YASMIN

DIGITAL MARKETING EXECUTIVE

CONTACT ME

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in [Fidha Yasmin](#)

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EDUCATION

KELTRON KNOWLEDGE CENTER 2025

UNIVERSITY OF CALICUT 2022 - -2025

HIGHER STUDIES 2020

SKILLS

- Meta Ads Campaign
- Graphic Designing
- Social Media Management
- Content Creation
- Canva Designs

CAREER OBJECTIVES

To start my career in digital marketing by applying my creativity, analytical skills, and passion for online branding. and Seeking a digital marketing role where I can use my skills in content creation, SEO, and social media management.

To work in a customer-friendly environment where I can improve my communication skills and provide quality service.

EXPERIENCE

- Managed and optimized LinkedIn profiles by creating engaging posts, improving visibility, and maintaining a consistent professional brand presence.
- Handled end-to-end social media management, including planning, designing, scheduling, and publishing content across multiple platforms.
- Developed structured monthly content calendars aligned with trends, audience insights, and campaign goals..
- Executed and monitored Meta ad campaigns by setting targeted audiences, tracking performance, and optimizing ads for better reach and results.
- Created engaging visuals, thumbnails, and short-form content to improve audience interaction and page growth.

TECHNICAL SKILLS

- Canva, CapCut, MS Excel, PowerPoint
- Social media management tools
- Video editing tools

PERSONAL DETAILS

DOB - 31 - 03 - 2005

SEX - FEMALE

MARITAL STATUS - SINGLE

LANGUAGE KNOWN -

ENGLISH, HINDI, MALAYALAM.