

BINSHIYA AK

Digital Marketing Intern | Digital Marketing Executive

Edavanna, Othayi, Kerala

6282408157 | binshiya30@gmail.com

linkedin.com/in/binshiya-ak-711962420



PROFESSIONAL SUMMARY

Motivated and creative Digital Marketing professional with a strong interest in SEO, Social Media Marketing, paid advertising and content marketing. Currently building practical skills through digital marketing training, self-directed learning and a personal portfolio website. Eager to contribute to a growth-focused team while developing hands-on experience in digital campaigns, content and online brand growth.

CORE SKILLS

Digital Marketing	SEO • Social Media Marketing • Content Marketing
Paid Advertising	Google Ads • Meta Ads
Web & Content	WordPress • Basic HTML • Content Planning
Design	Canva • Adobe Photoshop • Adobe Illustrator
Professional	Communication • Creativity • Research • Willingness to Learn

EDUCATION

Bachelor of Arts (BA) – Economics

Sullamussalam Science College, Areekode

University of Calicut (Calicut University)

DIGITAL MARKETING TRAINING

Digital Marketing Training – Placementor

Focused learning in SEO, Social Media Marketing, Google Ads, Meta Ads and Content Marketing, with practical exposure to digital marketing concepts and campaign planning.

PROJECTS & PRACTICAL WORK

- **Personal Portfolio Website** — Developing a professional personal website to showcase digital marketing skills, services, learning and projects.
- **LinkedIn Personal Branding** — Building a professional presence through digital marketing-focused content, profile optimization and networking.
- **Digital Marketing Learning Projects** — Practicing SEO, social media, paid advertising and content marketing concepts through self-directed exercises and coursework.

CERTIFICATIONS

- HubSpot course certification
- Digital Marketing training / course credentials

CAREER OBJECTIVE

To begin a career in Digital Marketing as an Intern or Entry-Level Executive, where I can apply my skills in SEO, SMM, paid advertising and content marketing, learn from experienced professionals and contribute to measurable business growth.