

# SAHLA MT

## Digital Marketing Specialist

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### CAREER OBJECTIVE

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Results-oriented digital marketing fresher with hands-on experience in SEO optimization, Google Ads, Meta Ads, social media management, and content marketing. Strong analytical mindset with the ability to track performance metrics and improve campaign effectiveness.

### EDUCATION

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#### DIPLOMA IN DIGITAL MARKETING

2025 - 2026

From Abcademy under ABC Group India Pvt Ltd

- Skilled in SEO, PPC, social media marketing, and content strategy.
- Worked on real-time campaigns using digital marketing tools and analytics.
- Created and analyzed social media performance report for Abcademy, tracking engagement, reach, and growth metrics.
- Developed and organized an HNI (High Net-Worth Individual) lead database for ABC Group of India to support targeted marketing campaigns.

#### BACHELOR OF COMMERCE (B.COM) – COMPUTER APPLICATIONS

2021 - 2024

From Wadihuda Institute Of Research and Advanced Studies

- Built strong foundation in finance, marketing, and business operations.
- Developed technical skills in computer applications, data handling, and software tools.

### PROFESSIONAL SKILLS

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- Web Development
- Social Media Marketing
- Search Engine Optimization
- Search Engine Marketing
- Canva Editing
- Adobe Photoshop
- Video Editing
- Content Writing

### SOFT SKILLS

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- Communication
- Leadership
- Team Collaboration
- Time Management
- Client management
- Analytical Thinking

### CERTIFICATIONS

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- Hubspot digital marketing certification
- Hubspot SEO certification
- Fundamentals of Digital Marketing
- Semrush Academy SEO Certification

### LANGUAGES

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English, Malayalam