



# ASRIF KK

DIGITAL MARKETING SPECIALIST | EXP : 6 MONTHS

✉ asrikasim777@gmail.com 📍 Ernakulam Kerala

## CONTACT ME

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## LANGUAGES

- English ██████████
- Malayalam ██████████
- Hindi ██████████
- Tamil ██████████

## STRENGTHS

- Strategy Development
- Data Analysis
- Self learner
- Time Management
- Idea Generation
- Communication
- Leadership
- Growth Mindset

## PERSONAL DETAILS

- Nationality : Indian
- Date Of Birth : 12 June 2003
- Marital Status : Single
- Interest : Travelling
- Hobbies : Fitness & Sports

## SOFTWARE SKILLS

- ADOBE PHOTOSHOP
- VISUAL STUDIO CODE
- WORDPRESS
- MICROSOFT OFFICE
- ADOBE ILLUSTRATOR

## PROFILE

Creative and strategic Digital Marketing Executive with a passion for crafting engaging campaigns that resonate with target audiences. Expertise in SEO, SEM, social media strategy, and content marketing to build brand awareness and foster customer loyalty. Skilled in using marketing automation tools and advanced analytics to optimize campaigns and drive sustainable growth. Strong background in managing budgets, executing paid media strategies, and delivering measurable outcomes

## SKILLS & EXPERTISE

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Research & Planning
- Google Ads (Search, Display, YouTube)
- Blog Writing
- On-Page & Off - Page SEO
- Basic HTML/CSS
- Google Business Listing
- Backlink Building
- Wordpress SEO
- Domain & Web Hosting
- Performance Monitoring
- LinkedIn & Insta Ads
- Lead generation

## EXPERIENCE

### SEO ANALYST

@ MetaHash Digital Media LLP

📅 March 2025 📍 Kaloor, Kochi

Meta Hash Digital Media is a Leading Digital Marketing Agency in Kochi , Kerala. Specialized in Digital Marketing , Web Design & Development And Branding.

- Developing Digital Marketing Strategies, Market Research & Analysis: Conduct market research to understand target audiences, their behavior, and preferences. Analyze competitors strategies.
- Search Engine Optimization (SEO) , Keyword Research & Analysis, On-Page Optimization, Off-Page SEO Technical SEO, Performance Monitoring, Website & Landing Page Optimization , CPanel Management.

## EDUCATIONAL QUALIFICATIONS

### 2021-2024

#### B.COM

@Jai Bharath Arts & Science College Perumbavoor

### 2019-2021

#### HIGHER SECONDARY SCHOOL

@Government High School in Mudickal

### 2018

#### SECONDARY SCHOOL LEAVING CERTIFICATE

@Queen Mary's English Medium High School , Mudickal

## TECHNICAL QUALIFICATIONS

### 2024

#### ADVANCED DIGITAL MARKETING TRAINING

@Metahash Digital Media , Kaloor ,Kerala