

Noha Shajahan

DIGITAL MARKETER

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SUMMARY

An enthusiastic Digital Marketing fresher with a strong foundation in Web Development, SEO, SMM and Paid Ads. Leveraged a BCA background to build and optimize a portfolio website, implementing GA4 and Google Tag Manager to track live traffic. Quick learner, eager to contribute technical and marketing skills to an agency team, focus on live projects and gain practical industry experience.

SKILLS

- **Tools:** Canva, Keyword Planner, ChatGPT, Google Analytics, Google Tag Manager, Meta Business Suite, Google Search Console, Meta Ads Manager, Google Ads.
- **Soft Skills:** Team work, Communication, Time Management, Problem Solving.

EDUCATION

- **Advanced Course in Digital Marketing** 2026-present
Haris & Co Academy, Calicut
- **BCA** 2020-2023
MG University, Kottayam

CERTIFICATIONS

Google Analytics Certification
Google Skillshop | June 2026

PROJECTS

WordPress Website Setup & SEO Page Implementation

- Designing and deploying a custom professional portfolio website (www.nohacreative.com) using WordPress to master backend web management frameworks.
- Optimizing web pages via on-page SEO techniques, including optimizing page titles, meta descriptions, and structuring heading hierarchies.
- Executing off-page SEO strategies focused on building high quality backlinks and driving organic search traffic.
- Configuring and integrating Google Search Console to submit XML sitemaps and resolve site errors and integrated Google Analytics to monitor live user traffic.

Social Media Optimization & Management

- Instagram Profile Auditing: Conducting comprehensive Instagram profile audits to identify layout and bio mistakes, content gaps to improve overall brand presentation.
- Buyer Persona Research: Conducted audience research to identify ideal customer demographics, interests, and points for a specific niche topic.
- Content strategy & Planning: Designed an organic content strategy to increase target audience engagement.

Paid Advertising and Performance Campaigns

- Created targeted Meta Ads and Google Ads frameworks to practice audience targeting, budget allocation and ad placement strategies.
- Practiced setting up conversion tracking codes & tags to measure and analyse user action data.
- Set up and managed Meta Business pages and implemented structured paid advertising frameworks.

Additional Information

Languages Known: English, Malayalam