



# FATHIMA HANNA

## DIGITAL MARKETER

### About Me

Creative and results-driven Digital Marketer specializing in Social Media Marketing with 4 months of hands-on experience as a Social Media Manager and Content Creator. Skilled in developing engaging content, increasing brand visibility, and building strong online communities. Passionate about creating data-driven strategies, eye-catching visuals, and compelling captions that drive engagement and growth. Committed to helping brands stand out and achieve measurable success in the digital space.

### Contact

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 Thalassery, Calicut, India

### Skills

- Social Media Management
- Content Creation and Content Planning
- Video shooting and Editing
- Reel and Short-Form Video Production
- Content Calendar Management
- Basic SEO
- Audience engagement Management
- Social Media Analytics
- Creativity and Trend Research

### Language

- English
- Malayalam

### Education

- DIPLOMA IN DIGITAL MARKETING** 2023  
CDA Academy  
Calicut
- BACHELOR OF BUSINESS ADMINISTRATION** 2020 -2023  
Markaz College of Arts and Science  
Karanthur

### Professional Experience

#### Jayaram Cards. 2023

##### Social Media Manager & Content Creator

- Strategically managed and grew social media presence across multiple platforms.
- Developed high-quality, engaging content including posts, reels, stories, captions, and branded graphics.
- Designed and executed monthly content calendars to ensure consistent and timely posting.
- Produced, shot, and edited promotional and short-form videos tailored for social media engagement.
- Created visually compelling creatives while maintaining strong brand identity and consistency.
- Implemented SEO techniques and effective hashtag strategies to increase reach and online visibility.
- Strengthened audience engagement through proactive community management and meaningful interactions.
- Analyzed performance metrics and optimized content strategies based on data-driven insights.
- Conducted competitor research and trend analysis to enhance content quality and performance.