

# FATHIMATHUL HIBA

## DIGITAL MARKETER

[Linkendin: Fathimathul Hiba.k](#) | kannur | hibaameen372.com | [www.hibbaa.in](#)

### **PROFESSIONAL SUMMARY**

Motivated digital marketing professional with a strong understanding of online marketing strategies including social media management content creation and basic SEO. Skilled in helping brands reaching people and supporting business increasing with digital platforms. Skilled at using digital tools to increase reach and engagement. Interest in creating practical skills and delivering clear marketing results

### **TECHNICAL SKILLS & SOFT SKILLS**

Web Development	Google Ads	Communication
Social Media Marketing	Canva	Team Collaboration
Search Engine Optimization	Content Creation	Researching

Problem solving

### **PROFESSIONAL EXPERIENCE**

#### **DIGITAL MARKETING INTERN (2025 - Present)**

Alpha Digital Marketing Agency

#### **Key Areas of Learning**

I have a strong understanding of digital marketing fundamentals, including SEO Google Ads and social media marketing. I have learned keyword research, on-page and off-page SEO content creation and basic campaign optimization. I am also familiar with tools like Google Analytics, Meta Business Suite and Canva for performance tracking and content management .

### **EDUCATION**

#### **Directorate of Higher Secondary Education (2024 - 2025)**

PLUS TWO HUMANITIES | GHSS AZHIKODE

#### **DIPLOMA IN DIGITAL MARKETING (completed)**

Institute : Alpha Digital Marketing Academy

Duration : 2025 - present

### **ADDITIONAL EDUCATION**

#### **CERTIFICATIONS**

- 4-month Digital Marketing course
- Hubspot SEO certified
- Social Media Certified
- Hubspot Digital Marketing
- Hubspot Content Marketing
- Google Ads Certification

#### **LANGUAGES**

- English
- Malayalam
- Tamil