

Riyan asif

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Summary

Enthusiastic and detail-oriented Digital Marketing graduate seeking an entry-level position to apply skills in SEO, social media marketing, content creation, and analytics. Eager to contribute to brand growth while continuously learning modern marketing tools and strategies.

Skills

Search Engine Optimization (SEO), Social Media Marketing (SMM), Google Ads
Email Marketing, Keyword Research, Canva Graphic Design, Meta Ads, Blogging & Content Writing.

Education

CES Degree College Mannaekahalli.

B.COM- Pursuing

Experience

CPI Data Service (India) Pvt Ltd

Process Associate

Jul 2024 – Present

- Collaborate effectively with team members to ensure timely and accurate completion of data-related projects.
- Demonstrate leadership qualities by guiding peers and supporting team coordination in high-pressure environments.

Projects / Practical Experience

SEO Optimization:

- Conducted keyword research using Google Keyword Planner and Ubersuggest.
- Optimized blog posts for meta tags, readability, and keyword placement.
- Improved readability score from 62 to 78 and increased organic impressions.

Meta Ads Lead Generation Campaign:

- Created a lead generation campaign using Meta Ads Manager.
- Targeted audience based on interests and demographics.
- Designed ad creatives using Canva & wrote ad copy.

Website Creation Using WordPress:

- Built a basic WordPress website/blog with SEO plugins (Yoast/RankMath).
- Added optimized pages and blog posts.

Google Search Ads Campaign:

- Created a search campaign for a sample product/service.
- Conducted keyword research using Google Keyword Planner.
- Organized keywords into high-intent ad groups.
- Wrote compelling headlines & descriptions.

Tools

Semrush, Google Keyword Planner, Meta Ads Manager, Canva, WordPress

Certifications

Certified in Digital Marketing