

RAFNAD BASHEER

DIGITAL MARKETER

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Summary

Enthusiastic and hardworking Digital Marketing Professional with a strong interest in SEO, Google Ads, and Social Media Marketing. Skilled in creating content, improving online performance, and using data to grow brand visibility. Passionate about helping businesses build their online presence through creative ideas and consistent effort. Eager to learn more and gain real experience in the digital marketing field.

Project

Lycon Makeover

- Led a digital marketing project for Lycon Makeover to enhance the brand's online presence and customer engagement.
 - Managed social media marketing and content creation across Instagram, Facebook, and Google Business.
 - Tracked campaign performance using analytics tools to improve engagement and strengthen brand visibility.
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Technical Skills

- Search Engine Optimization (SEO)
 - Social Media Marketing
 - Google Ads Management
 - Content Creation
 - Google Analytics & Performance Tracking
 - Canva & Creative Design Tools
 - Campaign Planning & Execution
 - Website Development & WordPress Management
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Education

- Bachelor of Travel and Tourism Management 2022 - 2025
Calicut University
 - Advanced Diploma in Advertising and Digital Marketing May 2025 – Nov 2025
Adrex Media School
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Language: English, Malayalam, Tamil