



RISHANA KODAKKATTIL

Digital marketer

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CAREER OBJECTIVE

Results-driven and creative Digital Marketing professional with comprehensive training in digital marketing and practical experience in organic marketing strategies. Skilled in SEO, social media marketing, content creation, website design, branding and digital campaign execution. Passionate about helping businesses strengthen their online presence through innovative marketing solutions, data-driven decision-making and effective audience engagement. Eager to contribute to a dynamic organization while continuously enhancing professional expertise in the digital marketing industry.

INTERSHIP EXPERIENCE

Organic Marketing Intern | Burj Buzz Creative Marketing, Dubai, UAE

3 months

- Assisted in planning and executing organic digital marketing strategies to improve brand visibility and audience engagement.
- Created engaging content for social media platforms aligned with brand objectives.
- Managed and scheduled social media content across multiple platforms.
- Supported website updates, content optimization and user experience improvements.
- Assisted in designing promotional creatives, banners, logos and marketing materials.
- Monitored social media performance and prepared basic analytics reports.
- Collaborated with the marketing team to execute online branding campaigns.
- Supported lead generation initiatives through organic marketing techniques.

EDUCATION

- Diploma in Digital Marketing - Skillmount Academy
- Higher Secondary Education

SKILLS

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| • Digital Marketing Strategy | • Logo & Brand Identity Design |
| • Search Engine Optimization (SEO) | • Graphic Design |
| • Search Engine Marketing (SEM) | • Google Analytics Fundamentals |
| • Fundamentals | • Keyword Research & On-Page SEO |
| • Social Media Marketing (SMM) | • Social Media Content Planning |
| • Content Marketing & Content Creation | • Marketing Campaign Management |
| • Organic Marketing & Audience Growth | • Lead Generation |
| • Website Design & Development | • Excellent Communication & Presentation Skills |
| • WordPress Website Management | • Digital Marketing across WhatsApp Business, |
| • Meta (Facebook & Instagram) Marketing | Email, LinkedIn, TikTok, Snapchat, Shopify & |
| • Team Collaboration & Time Management | Dropshipping Platforms |

PERSONAL INFORMATION

Date Of Birth: 23/08/2006

Nationality: Indian

Passport No: AD766136

Passport Expiry: 17/06/2035

Marital Status: Married

LANGUAGES

- English
- Malayalam
- Tamil