

ANJALI BIJU

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SUMMARY

Certified Freelance Digital Marketer in Alappuzha with a strong foundation in content marketing, SEO, and lead generation. Proven experience in crafting effective digital strategies to drive online growth and increase brand visibility for clients. Skilled in utilizing various digital marketing tools and techniques, including keyword research, content creation, and social media management. Passionate about staying updated with the latest industry trends and dedicated to delivering measurable results. Open to both full-time, part-time, and project-based freelance opportunities.

PROJECTS

Content Audit and Content Calendar Development

- Conducted a content audit to analyze the brand's marketing strategy, identifying areas for enhancement and optimization.
- Developed a strategic content calendar based on insights from the audit, aligning content with the brand's goals and audience preferences.

SEO Audit for Interior Design Company

- Evaluated key website elements such as content, keyword integration, meta tags, and page performance. Identified opportunities to enhance keyword relevance, improve meta descriptions, and optimize site speed.
- Analyzed the backlink profile, social media activity, and local SEO efforts. Recommended strategies for acquiring quality backlinks, boosting social media engagement, and improving local search visibility.

Personal Portfolio Website Development

- Developed a personal portfolio website with a user-friendly, responsive design and SEO-optimized content, applying digital marketing techniques such as content strategy, on-page SEO, and analytics tracking to showcase skills and enhance visibility and engagement.

EDUCATION

Digital Marketing

CDA Academy, Kochi

2024

- Specialization in SEO, SMM, SEM, Content Marketing, Web Designing

Master of Commerce

2020-2022

University of Kerala, Karivattom campus, Trivandrum

- Specialization in Finance and Accounting

Bachelor of Commerce

2017-2020

University Institute of Technology, Mannar

- Specialization in Commerce with computer Application.

ADDITIONAL INFORMATION

- **Technical Skills:** SEO, Content Marketing, Social Media Marketing, Email Marketing, Website Management, Web Designing, Canva, Shopify, WooCommerce
- **Languages:** English, Malayalam, Hindi
- **Certifications:** Hubspot Content Marketing, Semrush-Fundamentals of SEO, Fundamentals of Digital Marketing, Google Analytics, Google Ads certification