



# RAZEVIA SAFRIN

## DIGITAL MARKETER



## CONTACT



### ADDRESS

LALGUDI, TRICHY



### MOBILE

+91 9486929546



### E-MAIL

HAJASAFRIN97@GMAIL.COM



### WEBSITE

[WWW.RAZEVIASAFRIN.COM](http://WWW.RAZEVIASAFRIN.COM)



## LANGUAGES

### ENGLISH



READ



WRITE



SPEAK

### TAMIL



READ



WRITE



SPEAK



## SKILLS



85

### WORDPRESS SITE



80

### ON PAGE SEO



80%

### OFF PAGE SEO



70

### TECHNICAL SEO



70

### KEYWORD RESEARCH



65

### GOOGLE TAG MANAGER



70

### GOOGLE ANALYTICS



70

### GOOGLE SEARCH CONSOLE



75

### GOOGLE ADS



85

### CANVA



## OBJECTIVES

MOTIVATED DIGITAL MARKETING FRESHER WITH A STRONG WILLINGNESS TO LEARN AND GROW. SEEKING AN OPPORTUNITY TO APPLY MY KNOWLEDGE OF SEO, SOCIAL MEDIA AND CONTENT CREATION TO CONTRIBUTE TO IMPACTFUL MARKETING CAMPAIGNS



## PROJECTS

2024 - OCT

### MHB BUILDING – [MHBBUILDING.COM](http://MHBBUILDING.COM)

- DEVELOPED A COMPLETE WORDPRESS WEBSITE WITH HOSTING SETUP.
- INSTALLED AND CONFIGURED THEMES AND ESSENTIAL PLUGINS.

2024 - DEC

### ADVANCED SMART IT – [ADVANCEDSMARTIT.COM](http://ADVANCEDSMARTIT.COM)

- CREATED A FULL WORDPRESS WEBSITE WITH HOSTING CONFIGURATION.
- INSTALLED, CUSTOMIZED, AND OPTIMIZED THEMES AND PLUGINS.

2025 - MAR

### MHB AUTOMATION – [MHBAUTOMATION.COM](http://MHBAUTOMATION.COM)

- DEVELOPED A COMPLETE WORDPRESS WEBSITE WITH HOSTING, THEMES & ESSENTIAL PLUGINS.
- IMPLEMENTED COMPREHENSIVE SEO STRATEGIES: ON-PAGE, OFF-PAGE & TECHNICAL SEO.
- MANAGED GOOGLE ADS CAMPAIGNS AND SOCIAL MEDIA MARKETING (SMM).
- CONDUCTED KEYWORD RESEARCH AND OPTIMIZED META TAGS, OG TAGS, AND TWITTER TAGS.
- CONFIGURED GOOGLE ANALYTICS, GOOGLE TAG MANAGER, AND GOOGLE SEARCH CONSOLE.
- CREATED BLOGS, CONTENT MARKETING, AND BACKLINKS TO IMPROVE ONLINE VISIBILITY.
- DESIGNED LOGOS, SOCIAL MEDIA POSTS, AND MANAGED GOOGLE MY BUSINESS PROFILE.
- APPLIED SCHEMA MARKUP FOR ENHANCED SEARCH VISIBILITY.

2025 - JUN

### DIGITALSAHA – [DIGITALSAHA.COM](http://DIGITALSAHA.COM)

- BUILT A COMPLETE WORDPRESS WEBSITE WITH HOSTING, THEMES, AND PLUGIN SETUP.
- PERFORMED SEO OPTIMIZATION: ON-PAGE, OFF-PAGE, AND TECHNICAL SEO.
- CONDUCTED KEYWORD RESEARCH AND OPTIMIZED META TAGS, OG TAGS & TWITTER TAGS.
- MANAGED GOOGLE ANALYTICS, TAG MANAGER, AND SEARCH CONSOLE.
- CREATED BLOGS, CONTENT MARKETING, AND BACKLINKS FOR BRAND GROWTH.
- DESIGNED LOGOS AND SOCIAL MEDIA POSTS.
- SET UP GOOGLE MY BUSINESS AND APPLIED SCHEMA MARKUP.



## COURSES

2025 JUN -  
PRESENT

### DIGITAL MARKETING

COURSEINN ACADEMY - CHENNAI



## EDUCATION

2014 - 2017

### BACHELOR OF SCIENCE IN MATHEMATICS

JAMAL MOHAMED COLLEGE - TRICHY