



RAZEVIA SAFRIN

DIGITAL MARKETER

CONTACT

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LANGUAGES

ENGLISH READ WRITE SPEAK

TAMIL READ WRITE SPEAK

SKILLS

85% WORDPRESS SITE

80% SEARCH ENGINE OPTIMIZATION (SEO)

60% SEARCH ENGINE MARKETING (SEM)

80% SOCIAL MEDIA OPTIMIZATION (SMO)

80% SOCIAL MEDIA MARKETING (SMM)

70% LINKEDIN MARKETING

75% EMAIL MARKETING

TOOLS

GOOGLE TAG MANAGER

GOOGLE ANALYTICS

GOOGLE SEARCH CONSOLE

GOOGLE ADS

META BUSINESS SUITE

META ADS MANAGER

CANVA

EDUCATION

BACHELOR OF SCIENCE IN MATHEMATICS
JAMAL MOHAMED COLLEGE - TRICHY
2014-2017

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

2024 - DEC ADVANCED SMART IT - ADVANCEDSMARTIT.COM
• CREATED A FULL WORDPRESS WEBSITE WITH HOSTING CONFIGURATION.
• INSTALLED, CUSTOMIZED, AND OPTIMIZED THEMES AND PLUGINS.

2025 - JUN DIGITALSAHA - 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.
• SET UP GOOGLE MY BUSINESS AND APPLIED SCHEMA MARKUP.
• DESIGNED LOGOS AND SOCIAL MEDIA POSTS.
• MANAGING SOCIAL MEDIA PLATFORMS (FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN)

2025-JAN (PRESENT) MHB AUTOMATION (UAE) - MHBAUTOMATION.COM
• DEVELOPED A COMPLETE WORDPRESS WEBSITE WITH HOSTING, THEMES & 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 & TWITTER TAGS.
• CONFIGURED GOOGLE ANALYTICS, GOOGLE TAG MANAGER & 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.
• HANDLING MAJOR SOCIAL MEDIA PLATFORMS TO BUILD BRAND PRESENCE.

COURSES

2025-JUN (PRESENT) DIGITAL MARKETING
COURSEINN ACADEMY - CHENNAI