



RAZEVIA SAFRIN

DIGITAL MARKETER



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LANGUAGES

ENGLISH ☒ READ ☒ WRITE ☒ SPEAK

TAMIL ☒ READ ☒ WRITE ☒ SPEAK



SKILLS

85% WORDPRESS SITE

80% SEARCH ENGINE OPTIMIZATION (SEO)

80% 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