# AMAYA N

# **Digital Marketing Executive**

## **PROFESSIONAL SUMMERY**

Dynamic Digital Marketing Strategist with a strong ability to develop and implement data-driven marketing campaigns. Proficient in SEO, social media marketing, content strategy, and brand positioning to enhance engagement and drive conversions. A skilled content writer, crafting persuasive and highimpact content tailored for diverse audiences. Experienced in utilizing analytics to refine marketing strategies, improve user experience, and maximize brand visibility. Passionate about the fashion and beauty industry, with a talent for storytelling and innovative approaches to elevate brands in competitive markets.

## WORKING EXPERIENCE

#### Opentutor digital academy | March 2025

digital marketing executive - Internship

skilled in SEO, social media marketing, content creation, and campaign optimization to enhance brand visibility and engagement.

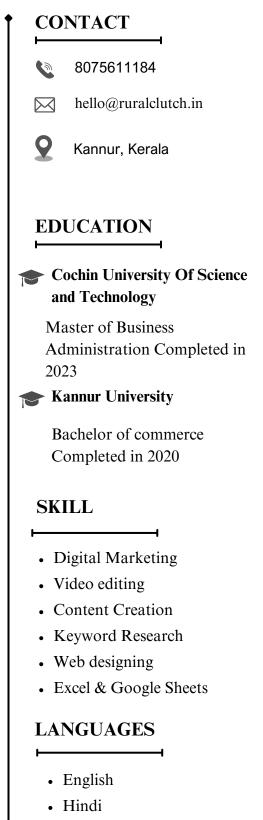
#### Naval Inc. | October 2023

**Business Developement** 

lead generation, client relationship management, sales strategy, and market research to expand business reach. Adept at negotiating deals, developing proposals, and executing data-driven strategies to achieve business objectives.

# CERTIFICATIONS

- 3 months comprehensive digital marketing course by Opentutor digital academy
- Certified in Marketing Analytics By IIT Kharagpur
- Fundamentals of digital marketing by Google
- Tally ERP 9
- Social media marketing by Hubspot Academy
- SEO Fundamentals by Semrush
- Google Ads Video
- Social media marketing by Meta



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