

BASIYA BINDA P

Digital Marketing Executive

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with hands-on experience in SEO, Social Media Marketing, Meta Advertising, Lead Generation, Content Marketing, Website Development, and Performance Marketing. Skilled in campaign management, content creation, audience targeting, website optimization, and digital marketing strategies to improve brand visibility, generate quality leads, and support business growth.

CORE COMPETENCIES

Digital Marketing: SEO | SEM | Performance Marketing | Social Media Marketing | Meta Advertising | Lead Generation | Content Marketing | Email Marketing | Website Development | Brand Growth Strategy | Video Presentation

Technical Skills: Keyword Research | Campaign Management | Landing Page Optimization | Audience Targeting | Content Creation | Website Optimization

Tools & Software: Meta Ads Manager | Meta Business Suite | Google Analytics (GA4) | Google Search Console | Google Tag Manager (GTM) | WordPress | Canva | SEMrush | Microsoft Excel | Google Sheets | Microsoft PowerPoint

Soft Skills: Leadership & Team Collaboration | Communication Skills | Strategic Thinking | Problem Solving | Time Management | Project Coordination | Adaptability | Creative Thinking | Analytical Thinking | Presentation Skills

PROFESSIONAL EXPERIENCE

Digital Marketing Intern | Beegains Academy | 2026

- Assisted in planning and executing digital marketing campaigns across multiple platforms.
- Performed SEO activities including keyword research, on-page optimization, and content planning.
- Managed Meta advertising campaigns for lead generation and audience engagement.

- Created marketing creatives, social media content, and promotional materials using Canva.
- Supported website development and landing page optimization projects.
- Monitored campaign performance and prepared reports using digital marketing tools.

PROJECTS

- Mark & Save – Snapchat Engagement Campaign
- Oudologie Perfumes – Snapchat Lead Generation Campaign
- Kaylar – Website Development Project
- EPM Dubai – Website Development Project
- Citytrack Cars – Snapchat Lead Generation Campaign
- English Expert – LinkedIn Lead Generation Campaign
- Honda – Social Media Marketing & Content Creation Project
- Triumph – Digital Marketing Campaign Project
- KTM – Social Media Marketing Campaign

EDUCATION

AI Integrated Digital Marketing – Beegains Academy, Malappuram (2025 – 2026)

Bachelor of Science in Medical Laboratory Technology (B.ScMLT) – Malabar Institute of Paramedical Sciences, Nilambur (2021 – 2024)

CERTIFICATIONS

AI Integrated Digital Marketing Certification | Google Analytics Certification | Meta Ads Certification | SEO Fundamentals Certification | Content Marketing Certification

LANGUAGES

English | Malayalam