

DIGITAL MARKETING STRATEGIST

Portfolio.

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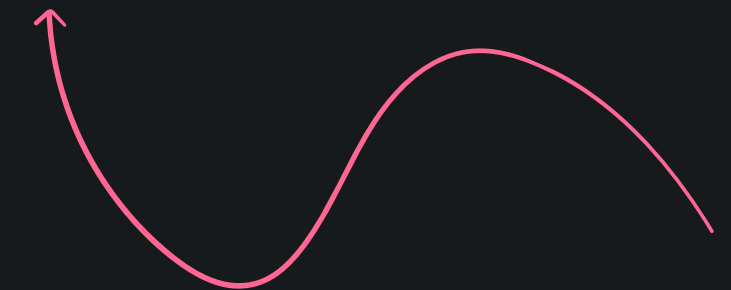


BASIYA BINDA
basiyabinda.com



About Me

HEY, I'M BASIYA BINDA, A DIGITAL MARKETING STRATEGIST PASSIONATE ABOUT HELPING BRANDS BUILD A STRONG ONLINE PRESENCE. THROUGH SEO, SOCIAL MEDIA MARKETING, CONTENT STRATEGY, AND PAID ADVERTISING, I CREATE RESULT-ORIENTED MARKETING CAMPAIGNS THAT DRIVE ENGAGEMENT, INCREASE VISIBILITY, AND SUPPORT BUSINESS GROWTH.



Education



2021-2024

MALABAR INSTITUTE OF PARAMEDICAL SCIENCE , NILAMBUR

COMPLETED STUDIES IN MEDICAL SCIENCE AND PARAMEDICAL EDUCATION, GAINING STRONG ANALYTICAL, RESEARCH, AND COMMUNICATION SKILLS. THIS EDUCATIONAL BACKGROUND HAS ENHANCED MY ABILITY TO APPROACH CHALLENGES STRATEGICALLY AND CONTRIBUTE EFFECTIVELY IN THE DIGITAL MARKETING FIELD.

2026

BEEGAINS ACADEMY , MALAPPURAM

COMPLETED PROFESSIONAL TRAINING IN DIGITAL MARKETING, GAINING PRACTICAL KNOWLEDGE IN SOCIAL MEDIA MARKETING, BRANDING, CONTENT STRATEGY, SEO, META ADS, AND DIGITAL CAMPAIGN MANAGEMENT.

Work Experience

ON HELPING BRANDS GROW THROUGH EFFECTIVE SOCIAL MEDIA MARKETING, SEO, CONTENT CREATION, AND PERFORMANCE-DRIVEN CAMPAIGNS. DEDICATED TO BUILDING STRONG ONLINE VISIBILITY AND MEANINGFUL AUDIENCE ENGAGEMENT.

DIGITAL MARKETING INTERN – BEEGAINS AGENCY

MANAGED SOCIAL MEDIA ACCOUNTS, ASSISTED IN SEO OPTIMIZATION, CONTENT CREATION, AND DIGITAL MARKETING CAMPAIGNS. SUPPORTED BRAND GROWTH THROUGH AUDIENCE ENGAGEMENT AND ONLINE VISIBILITY STRATEGIES.

SEO & CONTENT MARKETING

CONDUCTED KEYWORD RESEARCH, ON-PAGE SEO OPTIMIZATION, BLOG CONTENT CREATION, AND WEBSITE PERFORMANCE IMPROVEMENTS TO INCREASE SEARCH ENGINE RANKINGS AND ORGANIC TRAFFIC.

FREELANCE DIGITAL MARKETING PROJECTS

HANDLED SOCIAL MEDIA MANAGEMENT, CONTENT STRATEGY, BRANDING, META ADS CAMPAIGNS, AND DIGITAL MARKETING SOLUTIONS FOR LOCAL BUSINESSES AND PERSONAL BRANDS.

Personal *Skill*



ANALYTICS & PERFORMANCE

- DATA ANALYSIS & REPORTING
- KPI TRACKING (REACH, ENGAGEMENT, CONVERSIONS)
- PERFORMANCE OPTIMIZATION
- A/B TESTING

ANALYTICS & PERFORMANCE

- COPYWRITING & CAPTION WRITING
- AI VIDEO CREATION
- VISUAL CONTENT DIRECTION
- TREND ANALYSIS
- CREATIVE DESIGN & VIDEO EDITING

CORE SKILLS

- SOCIAL MEDIA STRATEGY & PLANNING
- CONTENT CREATION & PLANNING
- AUDIENCE RESEARCH & TARGETING
- PLATFORM MANAGEMENT (INSTAGRAM, FACEBOOK, LINKEDIN)
- BRANDING & PROMOTION
- WEBSITE DEVELOPMENT

TOOLS & PLATFORMS

- META ADS MANAGER
- GOOGLE ANALYTICS
- CANVA & DESIGN TOOLS
- WORDPRESS
- SCHEDULING TOOLS (BUFFER, HOOITSUITE)

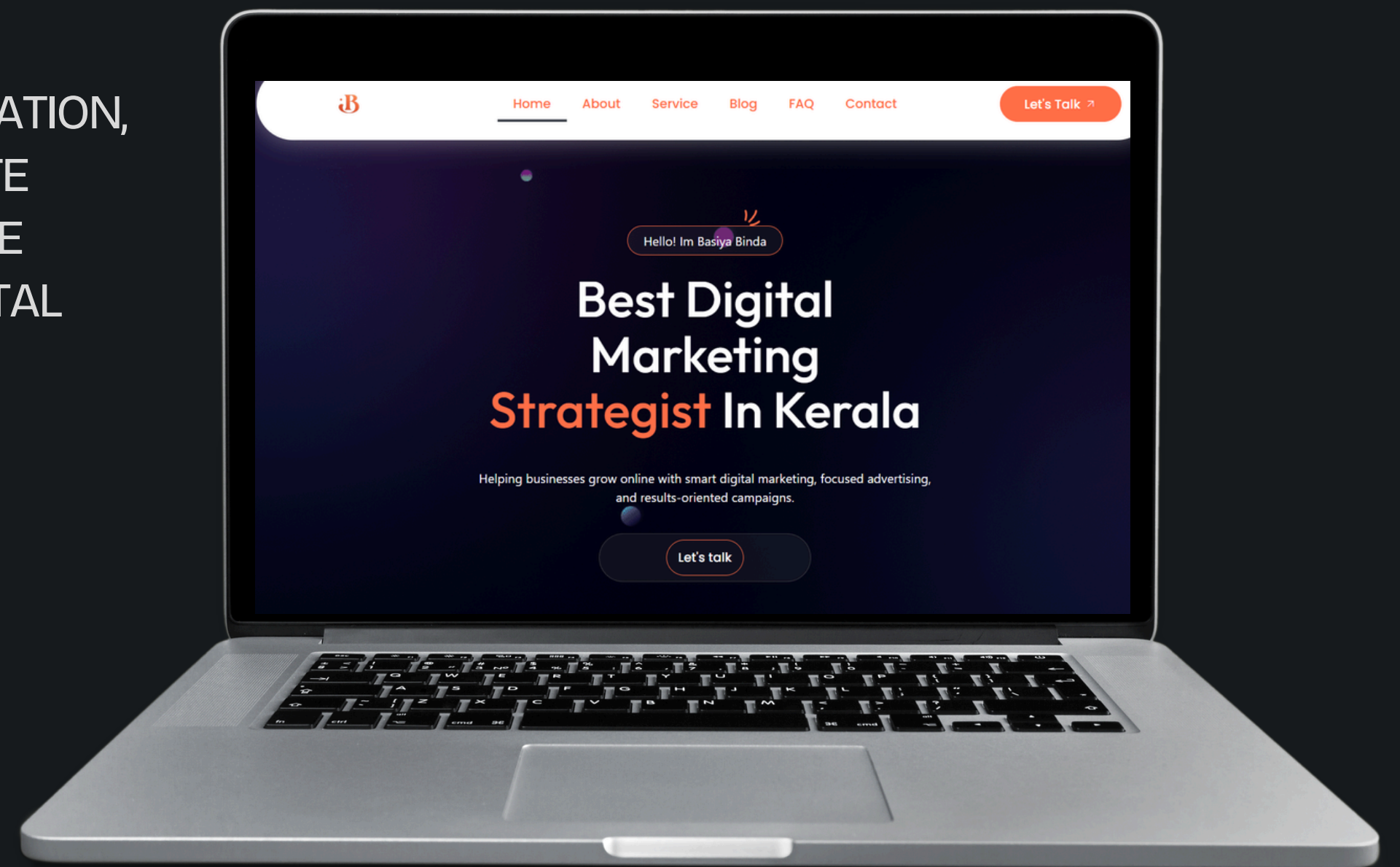
Project

Portfolio



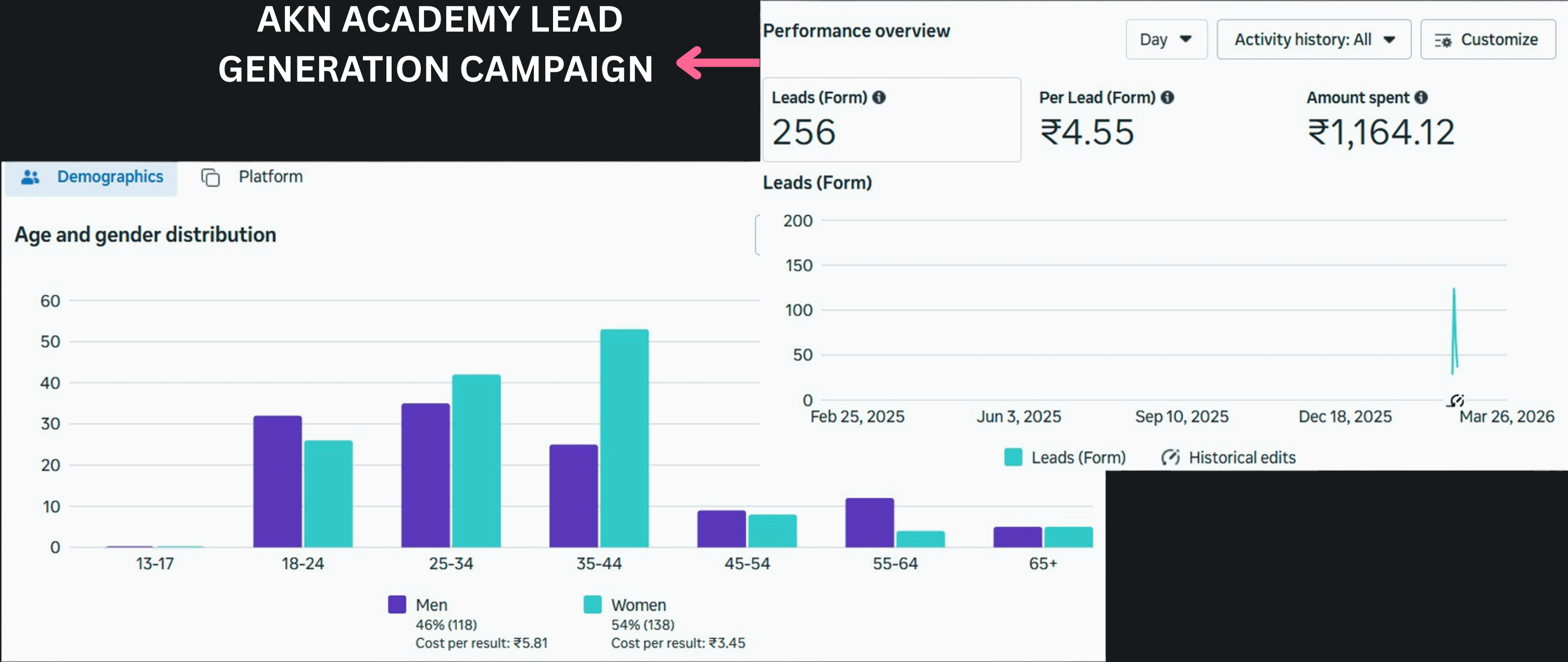
Best Project

WORKED ON CREATIVE DIGITAL MARKETING PROJECTS INCLUDING SOCIAL MEDIA MANAGEMENT, CONTENT CREATION, SEO, PAID ADVERTISING, AI VIDEO CREATION, AND WEBSITE DEVELOPMENT, HELPING BRANDS IMPROVE THEIR ONLINE PRESENCE, AUDIENCE ENGAGEMENT, AND OVERALL DIGITAL GROWTH.



META-MARKETING

AKN ACADEMY LEAD GENERATION CAMPAIGN



AM MOTORS TRUEVALUE
LEAD GENERATION
CAMPAIGN

All ads										Create a view	
Campaign name contains all of truevalue										Clear	
Campaigns										This month: 1 Apr 2026 - 23 Apr 2026	
+ Create Duplicate Edit A/B test More										Columns: Performance Breakdown	
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	☒	AMM_TRUEVALUE_LEAD_2swift_ayoo... Leads (Form)	Active	—	5	₹16.45 Per lead (form)	Using ad set bu...	₹82.24			
	☒	AMM_TRUEVALUE_LEAD_Innova_crysta_20... Leads (Form)	Active	—	60	₹10.21 Per lead (form)	Using ad set bu...	₹612.38			
	☒	AMM_TRUEVALUE_LEAD_swift_2021_aaut... Leads (Form)	Active	—	67	₹13.63 Per lead (form)	Using ad set bu...	₹913.16			

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	☒	amm_Service_awareness_health_checkup_22... Reach	Active	—	116,263	₹2.32 Per 1,000 people reac...	Using ad set bu...	₹270.07			
	☒	onroad_mlp_uae_awareness_6thyears_18dec... Reach	Active	—	96,340	₹35.20 Per 1,000 people reac...	Using ad set bu...	₹3,391.49			

ONROAD BRAND
AWARENESS CAMPAIGN

GOOGLE ADS

PREMSONS HONDA
GOOGLE ADS CAMPAIGN

POSTER DESAIGNING



AI IMAGE CREATION



TURNING CLICKS INTO REAL RESULTS

MY GOAL AS A DIGITAL MARKETING SPECIALIST IS TO CREATE IMPACTFUL DIGITAL EXPERIENCES THAT DELIVER REAL GROWTH AND MEANINGFUL RESULTS. I FOCUS ON COMBINING CREATIVITY, STRATEGIC PLANNING, AND DATA-DRIVEN MARKETING TO BUILD A STRONG BRAND PRESENCE ACROSS DIGITAL PLATFORMS. THROUGH CONTENT CREATION, PERFORMANCE MARKETING, SOCIAL MEDIA STRATEGIES, AND CONTINUOUS OPTIMIZATION, I AIM TO HELP BUSINESSES CONNECT WITH THE RIGHT AUDIENCE, IMPROVE ENGAGEMENT, AND ACHIEVE LONG-TERM SUCCESS IN THE DIGITAL SPACE.