

NASNA ABOOBACKER

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SUMMARY

Strategic Digital Marketer with expertise in SEO-led growth, performance marketing, and CRM-driven lead management. Experienced in building backlink authority, executing targeted campaigns, and optimizing digital channels to generate measurable enquiries. Focused on aligning marketing execution with revenue and pipeline objectives.

EXPERIENCE

Digital Marketing Intern

Match Valley Technologies

Kochi, Kerala, India

Dec 2025 - Apr 2026

- Executed SEO keyword research and content strategy for lead generation
 - Published 12 SEO blogs monthly to increase organic visibility
 - Built 59 backlinks to improve domain authority and rankings
 - Ranked multiple keywords in Top 10–20 search positions
 - Contributed to 27 weekly enquiries through SEO and content marketing
 - Increased website activity to 1,588 views and 1,144 active users
 - Managed organic social media marketing across Instagram, Facebook, LinkedIn
 - Executed 14 WhatsApp marketing campaigns for lead nurturing
 - Expanded Zoho Bigin CRM from 1,652 to 2,522+ leads
 - Monitored SEO performance, traffic, and engagement metrics
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Digital Marketing Intern

Dotcom Creativez

Kochi, Kerala, India

Nov 2024 - June 2025

- Conducted comprehensive SEO website audits analyzing on-page SEO, technical SEO, meta tags, internal linking, broken links, and site performance issues
- Delivered structured SEO audit reports with actionable recommendations to improve search visibility and indexing
- Executed off-page SEO campaigns including 25 image submissions, 15 social bookmarking submissions, 15 PDF submissions, and 5 article submissions
- Strengthened backlink profile and search engine indexing through directory and content distribution strategies

- Created and launched a Meta Ads campaign, generating 99,112 reach, 130,486 impressions, and 753 results at ₹1.19 cost per result with ₹1.20 CPC on a ₹897.64 budget
- Set audience targeting, wrote ad copy, and monitored campaign performance using CTR, CPC, and CPM metrics
- Worked with Facebook Ads Manager to manage campaign setup, audience segmentation, and performance tracking

CORE SKILLS

Search Engine Optimization (SEO)

On-Page SEO, Off-Page SEO, Technical SEO Audits, Keyword Research (SEMrush, Google Keyword Planner), Backlink Building, Search Engine Ranking Optimization

Performance Marketing

Meta Ads (Facebook & Instagram Ads), Google Ads, PPC Campaigns, Audience Targeting & Segmentation, Campaign Optimization, CTR/CPC/CPM Analysis

Content & Social Media Marketing

Content Strategy, Blog Publishing (WordPress), Social Media Marketing, Lead Generation Campaigns, WhatsApp Marketing

Analytics & CRM

Zoho Bigin CRM, Lead Tracking & Pipeline Management, Website Performance Reporting, Data Analysis & Marketing Reporting

Website & Conversion Optimization

Landing Page Creation, WordPress Page Building, Elementor, Lead Capture Forms, CTA Optimization

EDUCATION

Advanced Diploma in Digital Marketing

Dotin Digital Academy

Aug 2024 - Feb 2025

Bachelor of Science

Mahatma Gandhi University, Kottayam

Sep 2021 - May 2024

LANGUAGES

English

Malayalam