

AADITH ANIL

Digital Marketer

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📍 Kottayam, Kerala, India

ABOUT ME

BCA graduate and Digital Marketing fresher with a strong interest in online advertising, performance marketing, and web analytics. Skilled in Meta ads, SEO, content creation, and basic web technologies. Looking for an entry-level role where I can apply my technical background with digital marketing skills to drive brand growth.

EDUCATION

Bachelor of Computer Applications (BCA)

[SS College Poothotta | 2022 – 2025

Learned programming fundamentals, databases, web development, and computer networks. Built a strong technical base that supports digital marketing, tracking, and website-related work.

Digital Marketing Course | 2025

Meta Ads, SEO & Google Ads

Practical training in ad creation, audience targeting, campaign optimization, keyword research, content planning, and analytics.

PRACTICAL TRAINING & PRACTICE WORK

Digital Marketing Practice | 2025 – Present

Digital Marketing Trainee (Practice Based)

- Created demo Meta ad campaigns for traffic and engagement
- Practiced audience targeting, budgeting, and A/B testing
- Designed ad creatives using Canva
- Performed keyword research and on-page SEO
- Studied competitors and real brand ad strategies
- Learned basic performance tracking using GA4

SKILLS

• Meta & Google Ads	• SEO and Keyword Research	• Canva Design
• Automation	• Social Media Management	• WEB Designing