



# ANZIL FEBIN CK

DIGITAL MARKETOR

## CONTACT

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## EDUCATION

2019 – 2022

**Bharathiyar University**

Bachelor Of Computer  
Application

## CORE SKILLS

- Performance Marketing
- SEO
- Google Ads
- Meta Ads
- Campaign Setup & Optimization
- Content Marketing
- Keyword Research
- ROI & CPC/CPA Optimization
- Google Analytics
- Lead Generation Campaigns
- Marketing Funnel Strategy

## LANGUAGE

- Hindi
- English
- Malayalam
- Tamil

## SUMMARY

Motivated Digital Marketing Fresher specializing in Performance Marketing with knowledge of paid advertising, campaign optimization, and data-driven marketing strategies. Skilled in running and analyzing campaigns across Google and social media platforms to maximize ROI, increase conversions, and improve campaign performance. Passionate about leveraging analytics and experimentation to drive measurable growth.

## INTERNSHIP

Gcc Based

Digital Marketing

**Skillmount Academy** ( 2025-2026 )

## PROJECTS

### PPerformance Marketing Campaign

- Created and optimized a sample Google Search Ads campaign for lead generation.
- Conducted keyword research and designed ad copies to improve CTR.
- Set up campaign structure including ad groups, keywords, and bidding strategy.

### Meta Ads Lead Generation Campaign

- Designed a Facebook & Instagram lead generation campaign.
- Implemented audience targeting strategies including interest and lookalike audiences.
- Monitored ad performance metrics such as CPC, CTR, and conversion rate.

## DECLARATION

- I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

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