



## Contact

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## Education

Qadisiya Higher secondary school

+1, +2  
2017-2019

Skill mount

Digital marketing  
2025

## Skills

- Creativity
- problem solving
- editing
- Leadership

# Ayisha Marjan PM

## About Me

I am Ayisha Marjan from Calicut. Now I am an Enthusiastic Digital Marketer with strong knowledge in Google ads, Meta ads, SEO, LinkedIn marketing and content creation. Also learned GCC based marketing, about TikTok, Snapchat, Noon. I will definitely do my works in the best way.

## My projects

### 1. Meta ads

- Created an awareness campaign for a saloon in Kochi.
- Optimized ad creatives and budgets to achieve higher CTR and lower CPC.

### 2. Google ads

- Created 2 ad groups for a traveler agency, then tracked conversions and campaign performance.
- Improved conversion rate by implementing keywords, refined ad groups and optimized landing pages for an institution.

### 3. Web development

- Developed a professional business website using Astra theme. Integrated service pages, contact form, and Google Maps.
- Improved website loading speed by optimizing images and caching.

### 4. SEO

- Conducted keyword research using Semrus and Keyword planner to improve ranking.