



Akhifa A

By A Dedicated Digital Marketing Specialist



introducing

I am a digital marketing professional with nearly four years of experience in SEO, Meta marketing, and website development, along with two years of expertise in digital marketing training. By bridging execution with education, I bring a unique blend of practical industry insights and academic proficiency, enabling businesses to achieve measurable growth while equipping professionals and students with the skills to thrive in the digital landscape.



Akhila A

Digital Marketing Trainer & Strategist

CORE EXPERTISE

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Content Creation & Digital Strategy
- WordPress Development (Elementor, WooCommerce)
- Web Analytics (Google Analytics, GA4, Search Console)
- Digital Marketing Training
- HTML Website Development
- Canva



15+

Wordpress
websites Created

10+

Managed Social
Media Accounts

8+

Industries

~4

Years of Experience

EDUCATiON

With a strong technical foundation in computer science and an analytical mindset, I've helped businesses enhance their online visibility, generate leads, and increase customer engagement. Whether it's managing a brand's digital presence, mentoring marketing interns, or leading cross-functional campaigns—I bring creativity, precision, and performance to every project.

2018 - 2020 MSc. Computer Science

**Kerala University SN College,
Cherthala, Alapuzha**

**2015 - 2018
BSc. Physics and Computer Applications**

**Kerala University
Govt. College, Nedumangadu,
Thiruvananthapuram**

Work EXPERIENCE

I am a Digital Marketing Professional with nearly four years of experience, specializing in Meta marketing, SEO, and website development. My career began at Kikstaart Digital Marketing Pvt. Ltd., where I gained hands-on expertise as a technical support executive, SEO specialist, and website developer, while also mentoring interns through the company's training division.

Currently, I work as a digital marketing trainer and strategist at Groware Global, the principal affiliate of Kerala State Rutronix. In this role, I am responsible for providing training to faculty members across Rutronix's training centers, designing and managing workshops, developing academic resources, and overseeing comprehensive digital marketing strategies.

01

Digital Marketing Trainer & Strategist

@ Groware Global (Principal Affiliate of Kerala State Rutronix)

02

Senior Growth Marketing Executive

@ Kikstaart Digital Marketing Pvt Ltd.

03

Digital Marketing Intern

@ Inmakes Infotech Pvt Ltd.

04

Assistant Facilitators

@ Creative IBS

My Works **ACHIEVEMENTS...**

WEBSITES

Here is a selection of WordPress websites I've designed and developed using Elementor and WooCommerce. Each site is optimized for performance, SEO, and user experience to support business goals and drive engagement.



Advance Your Career with Skill Development Programs

Whether you're scaling up in your career or stepping into entrepreneurship, our job-oriented courses are designed to propel you forward.

[Explore Programs](#)

Kerala State Rutronix Authorised Training Centre
for the House Of CAD Project.



<https://edu.kikstaart.com/>



Summer Splash Sale!

Get Flat 10% OFF Sitewide

Use code : SUMMER10

[CLICK HERE FOR MORE OFFERS](#)

Bonnet Dryer & Detangling Brush Curl Styling Kit

20% OFF RS. 1548

Rs.1237

Flaunt your defined curls this Monsoon Season!

Best Sellers

Product	Price	Rating	Action
Satin Pillowcase	₹ 746.00	★★★★★	Add To Cart
Lycra Band Bonnet	₹ 792.00 - ₹1002.00	★★★★★	Add To Cart
Satin Scrunchy	₹ 92.00 - ₹196.00	★★★★★	Add To Cur
Bonnet Dryer	₹ 699.00	★★★★★	Add To Cart

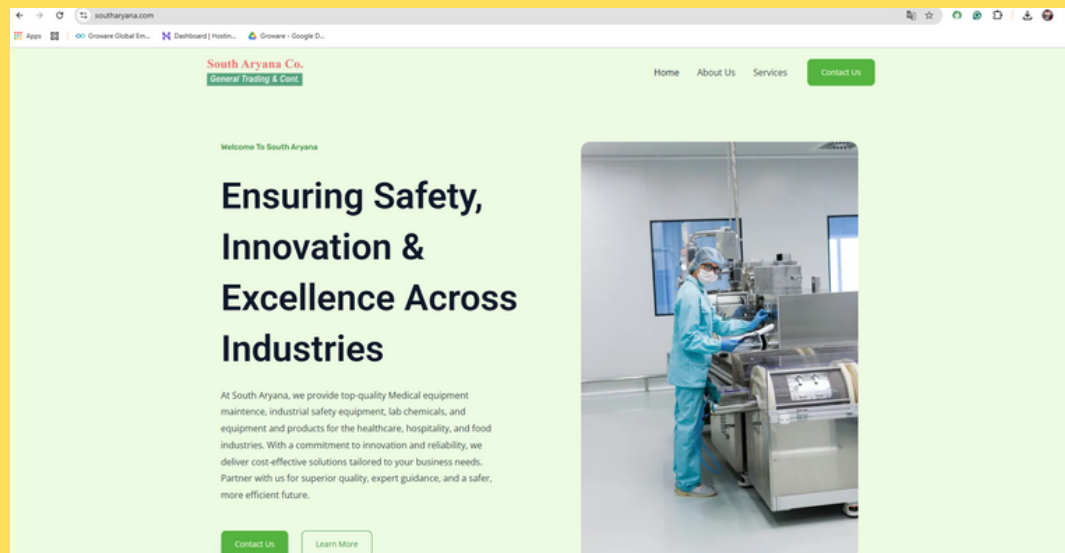
SATSA BONNET & BONNET BODY DRYER COMBO Offer

~~₹ 1199~~ 1149

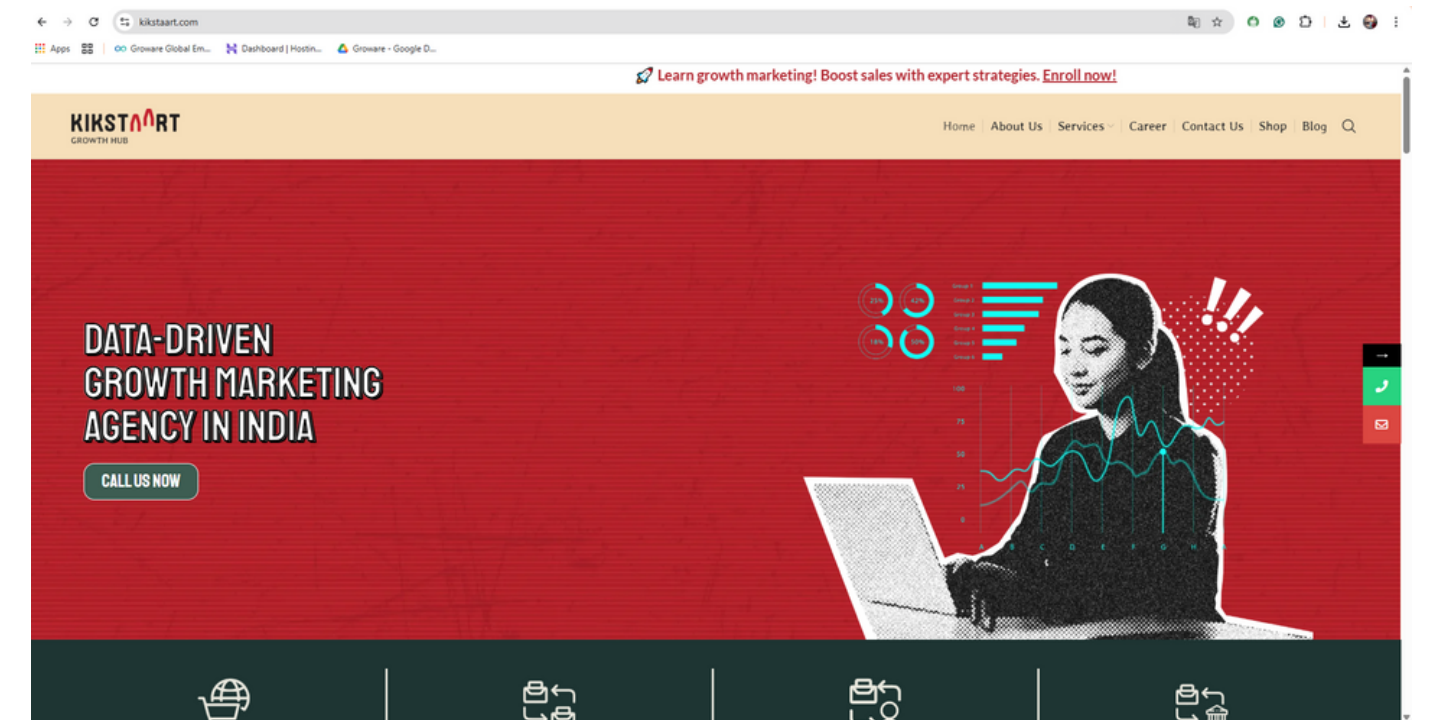
New Arrivals

Product	Price
Nude Faux Fur Clutcher	₹ 74.99
Small Boxy Clutchers	₹ 59.00
Big Floral Clutchers	₹ 59.00
Butterfly Clutcher	₹ 89.00

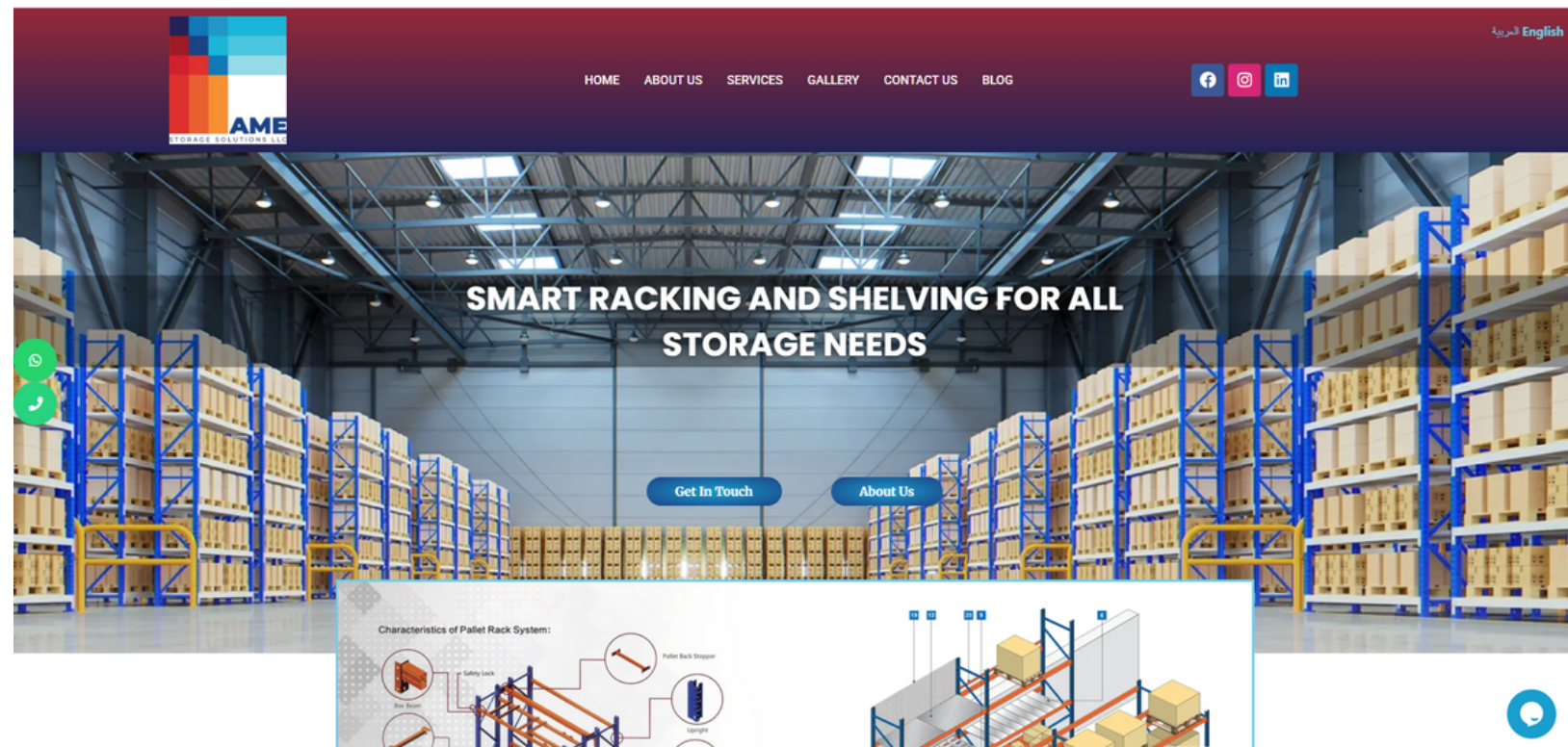
<https://curllyn.in/>
(old Website)



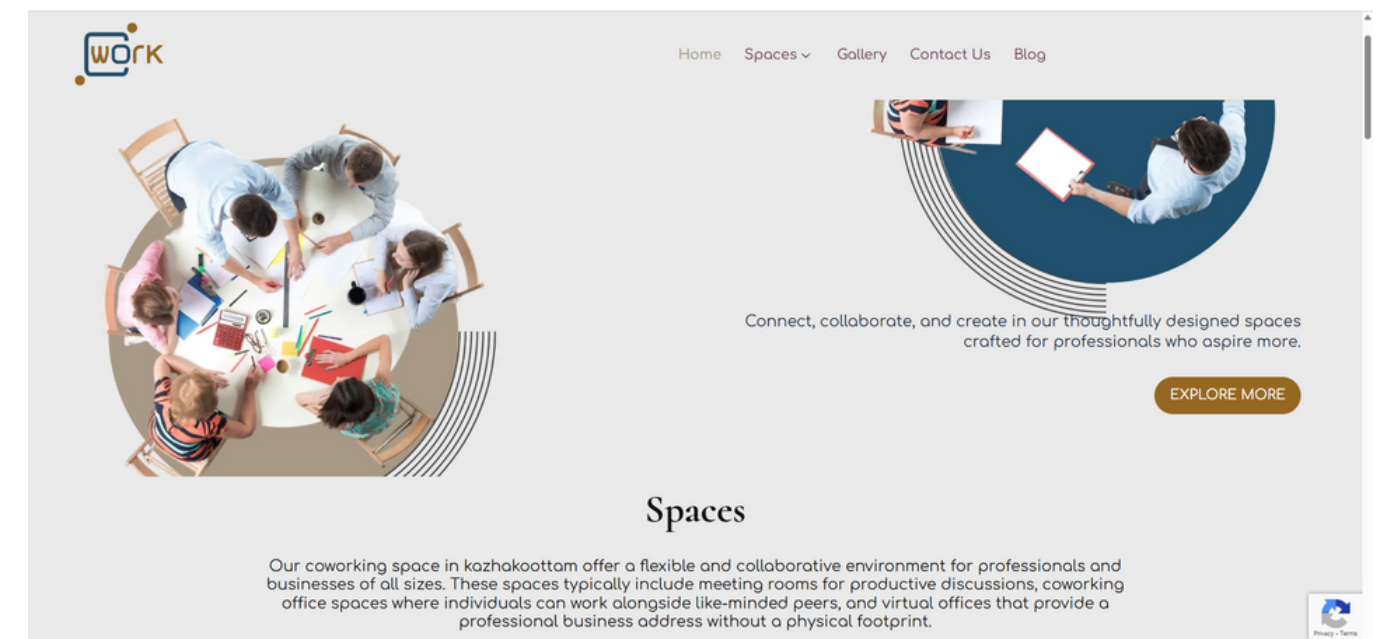
<https://southaryana.com/>



<https://kikstaart.com/>



<https://ameracking.ae/>

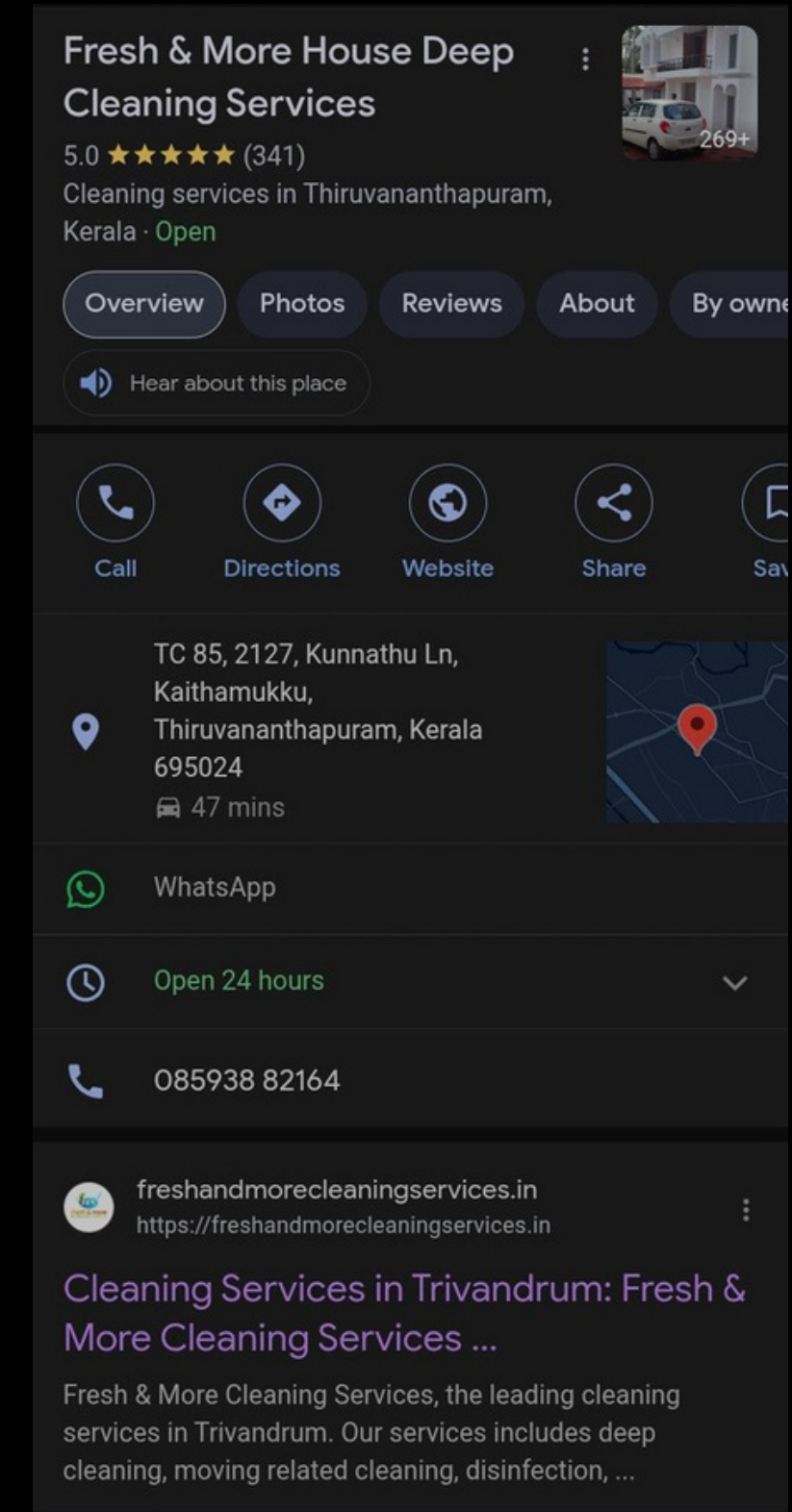
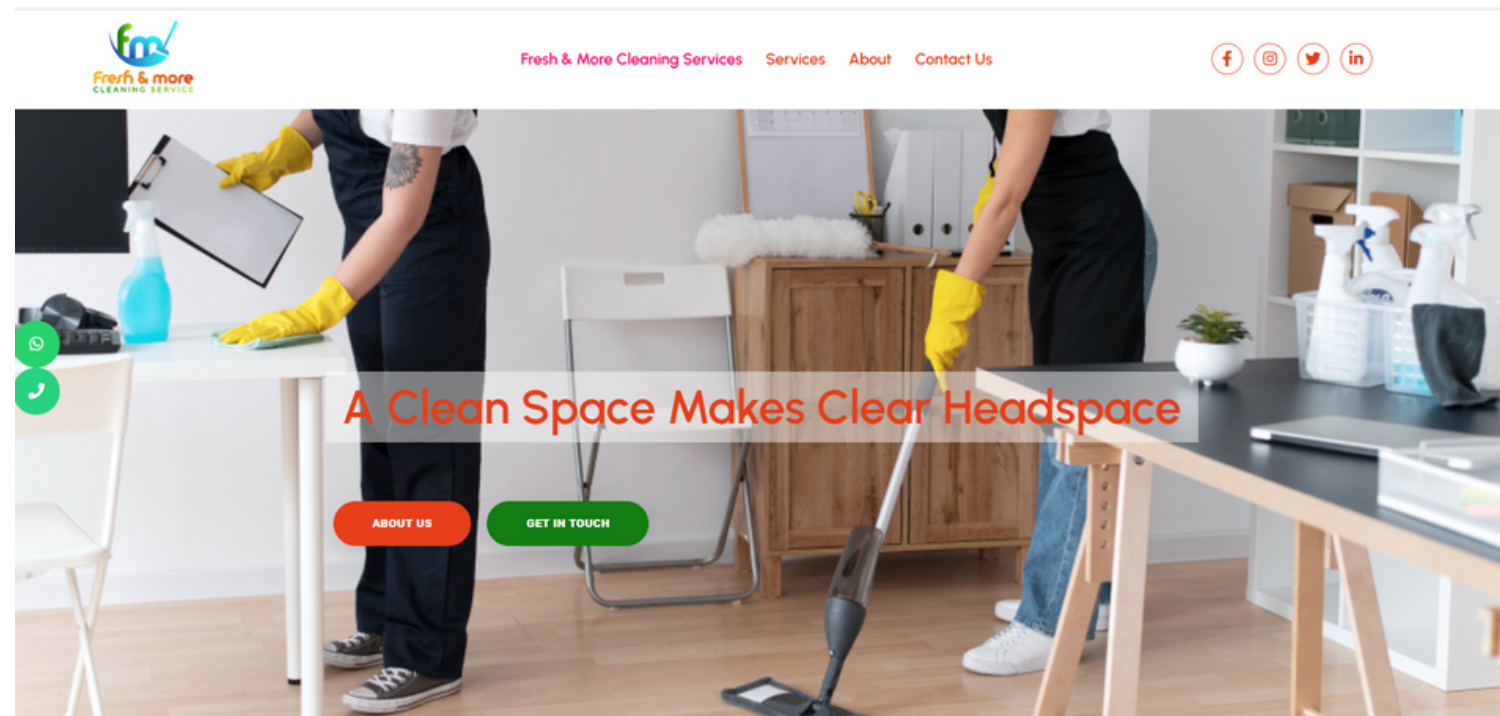


<https://cowork.kikstaart.com/>

GOOGLE BUSINESS PROFILE

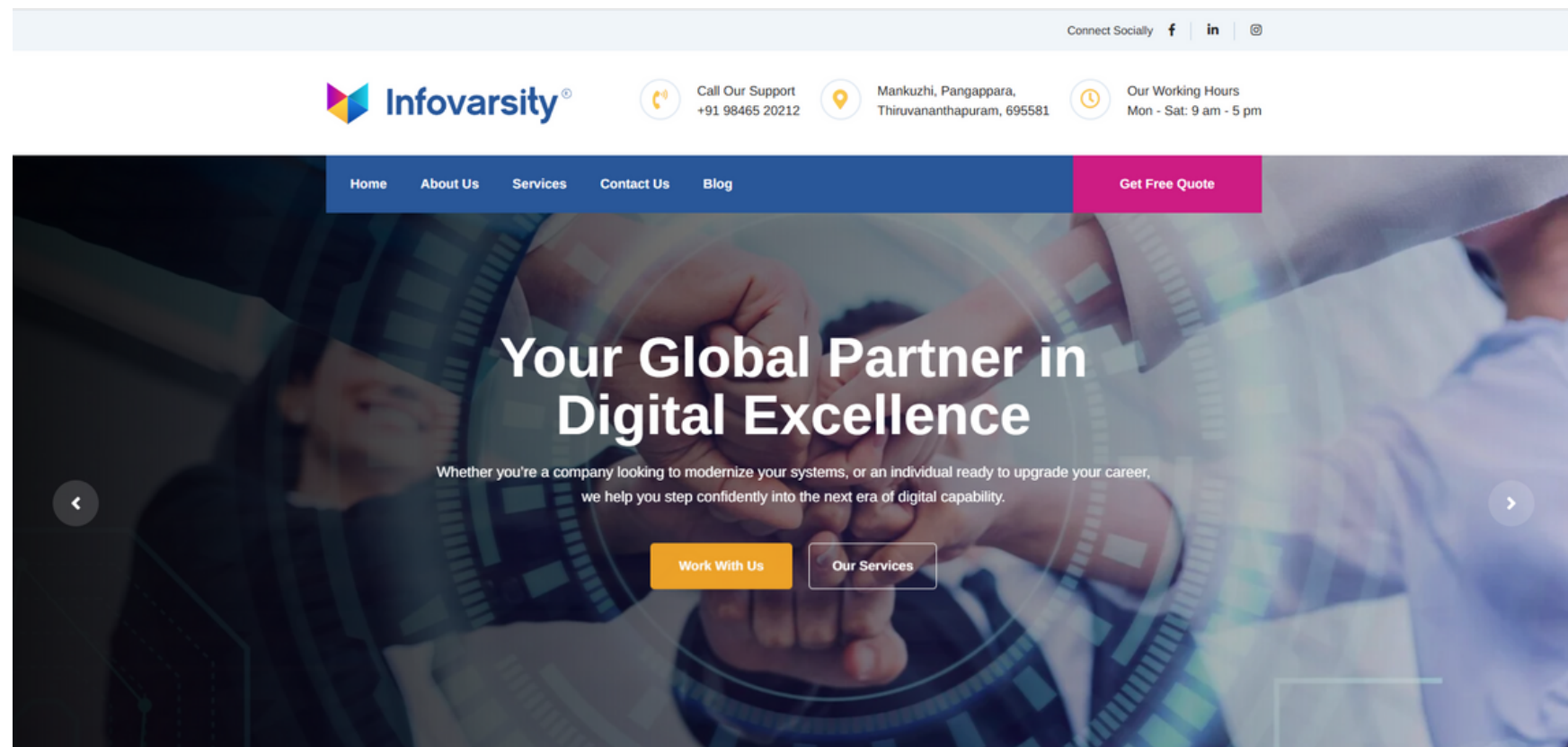
Fresh & More House Deep Cleaning Services

- Business Profile Created and Optimized
- Local SEO work done for the keyword "Cleaning Services in Trivandrum."
- Website designed: <https://freshandmorecleaningservices.in/>

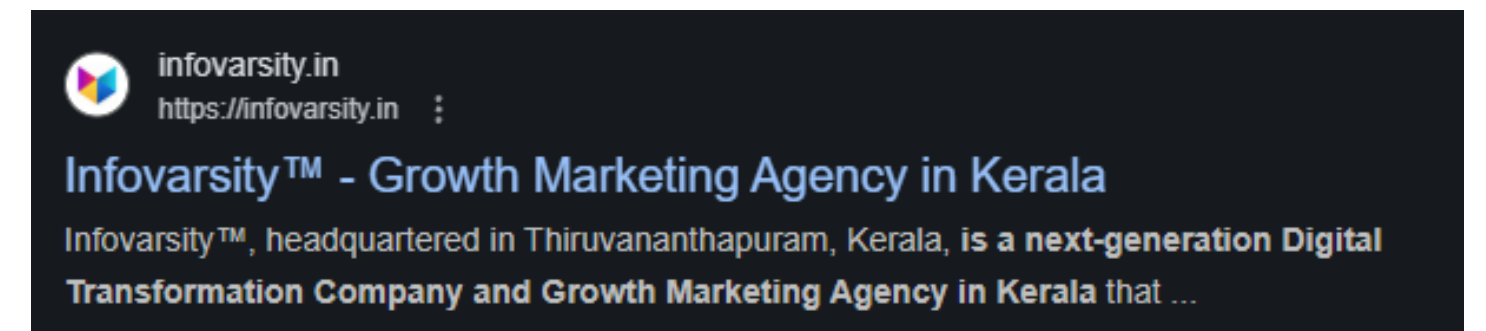
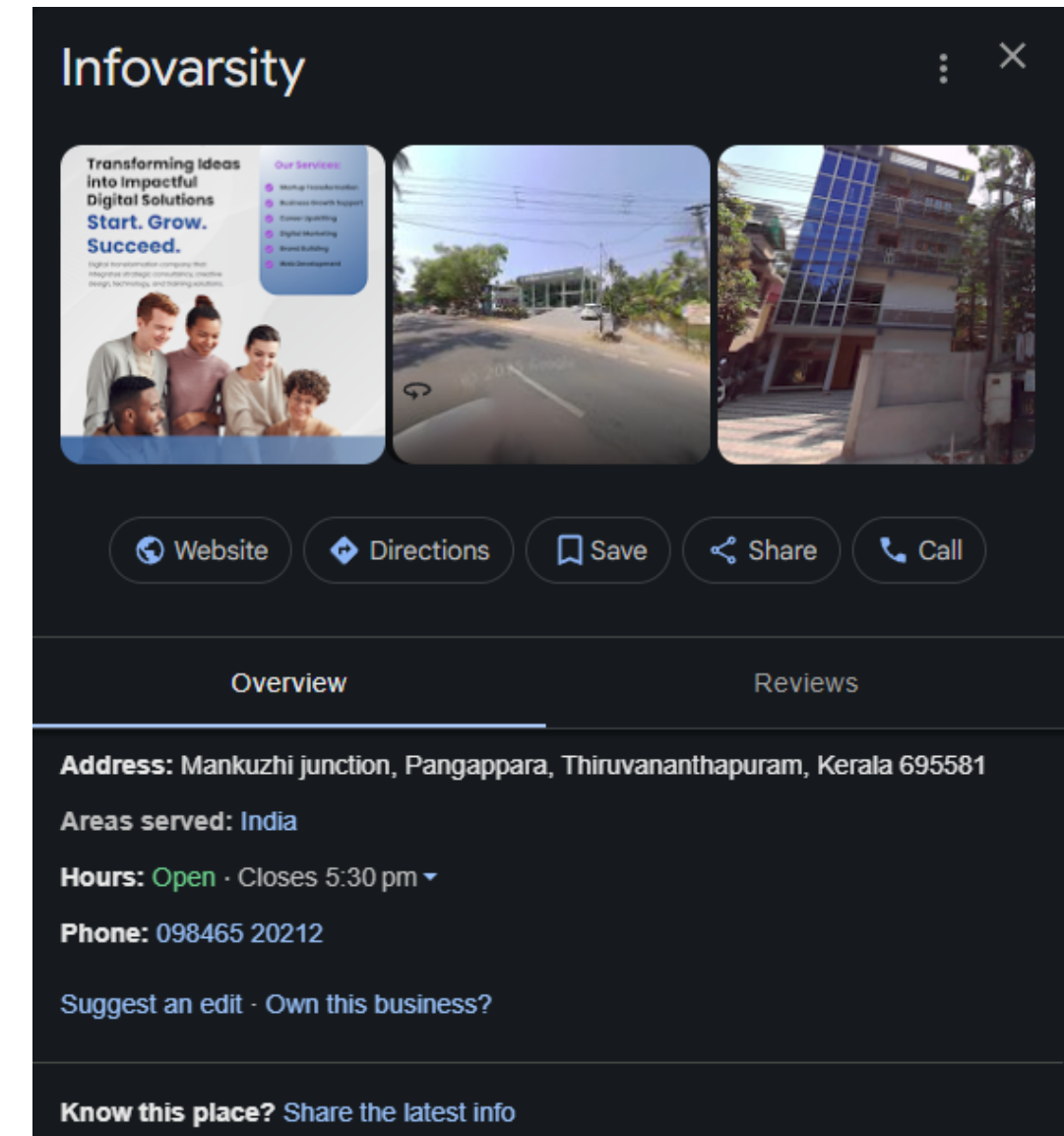


HTML WEBSITE & SEO Works (Ongoing)

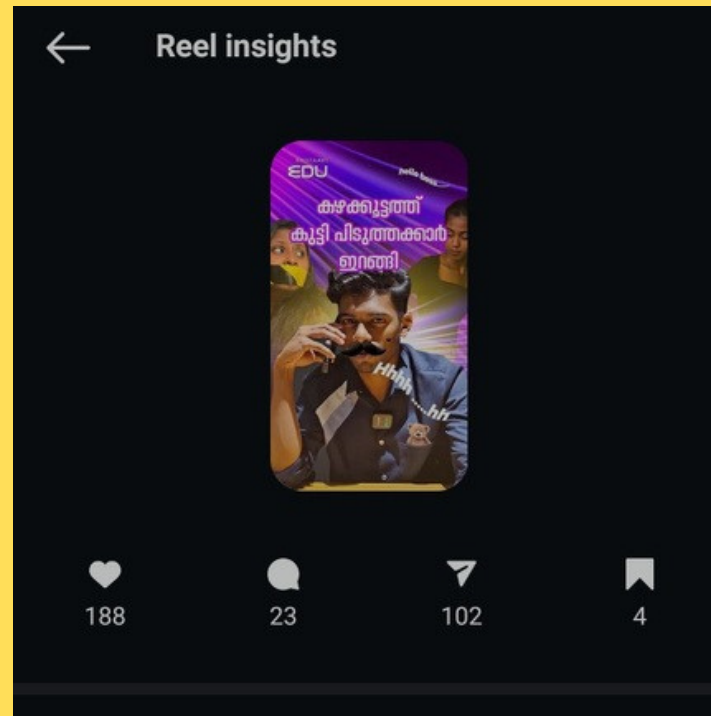
Another business of Groware Global



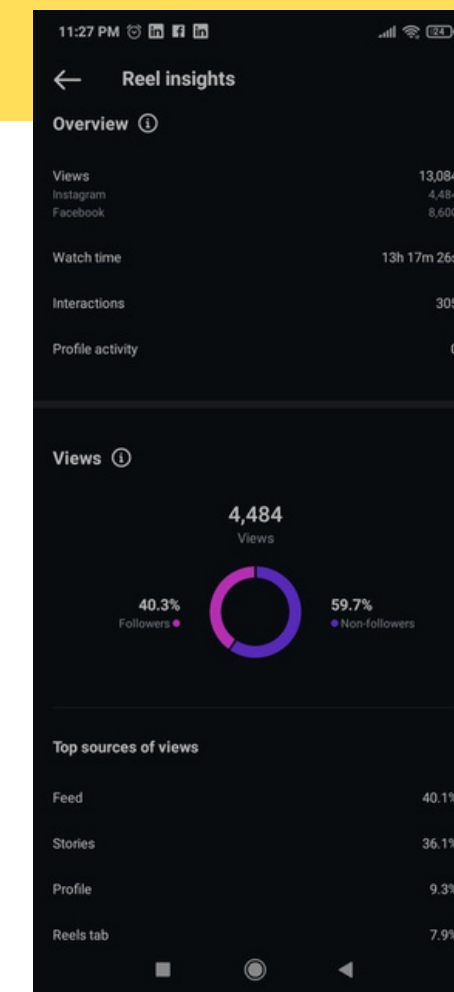
<https://infovarsity.in/>



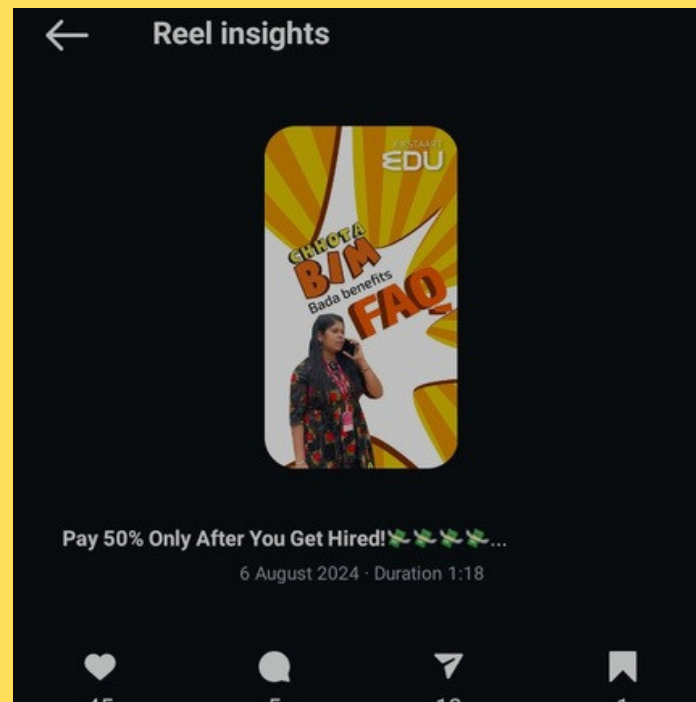
SOCIAL MEDIA CAMPAIGNS



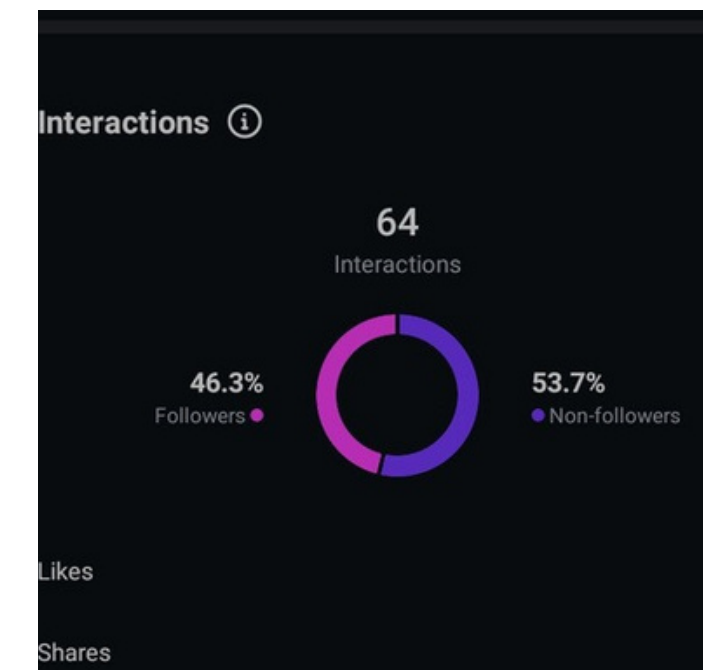
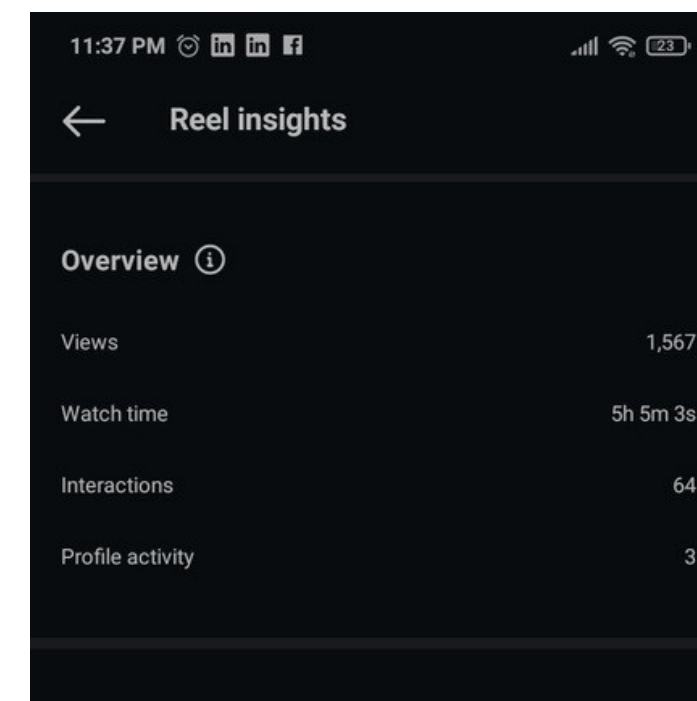
Campaigns created activity camp
programme of Kerala State Rutronix ATC
Kikstaart Edu post link:
[https://www.instagram.com/reel/DHveuS
____Eo9cs/?igsh=a2owaGUzN3c3ejBl](https://www.instagram.com/reel/DHveuSEo9cs/?igsh=a2owaGUzN3c3ejBl)



SOCIÀL MEDIA CAMPAIGNS



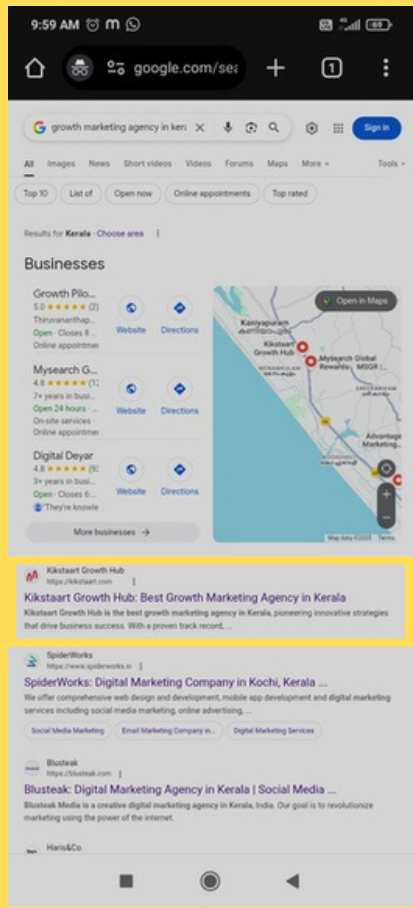
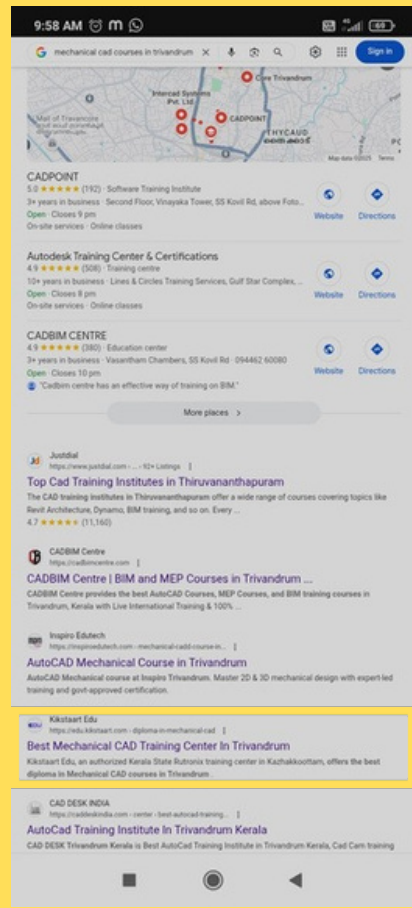
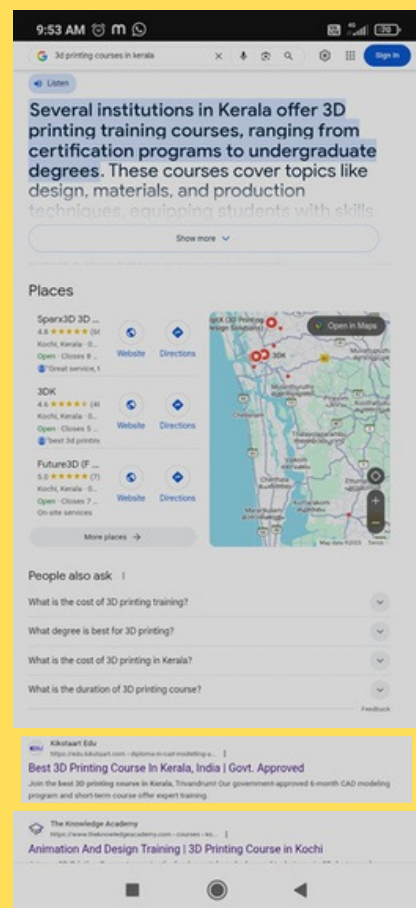
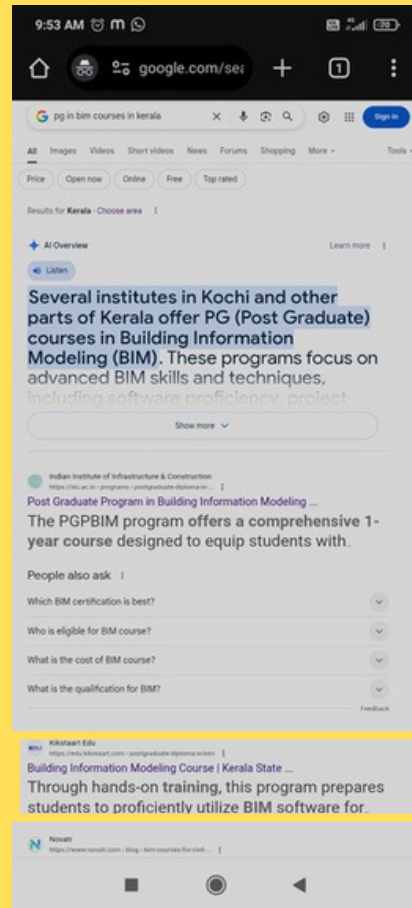
Chhotta BIM Campaign created for the
course, pg diploma in BIM of Kerala
State Rutronix ATC Kikstaart Edu
post link:
<https://www.instagram.com/reel/DHveuSEo9cs/?igsh=a2owaGUzN3c3ejBl>



SFO

KEYWORD RANKINGS

- pg in bim courses in kerala- Position 2
- mechanical cad training centres in trivandrum- Position 3
- 3d printing courses in kerala- Position 1
- GrowthMarketingAgencyinKerala-Position 1



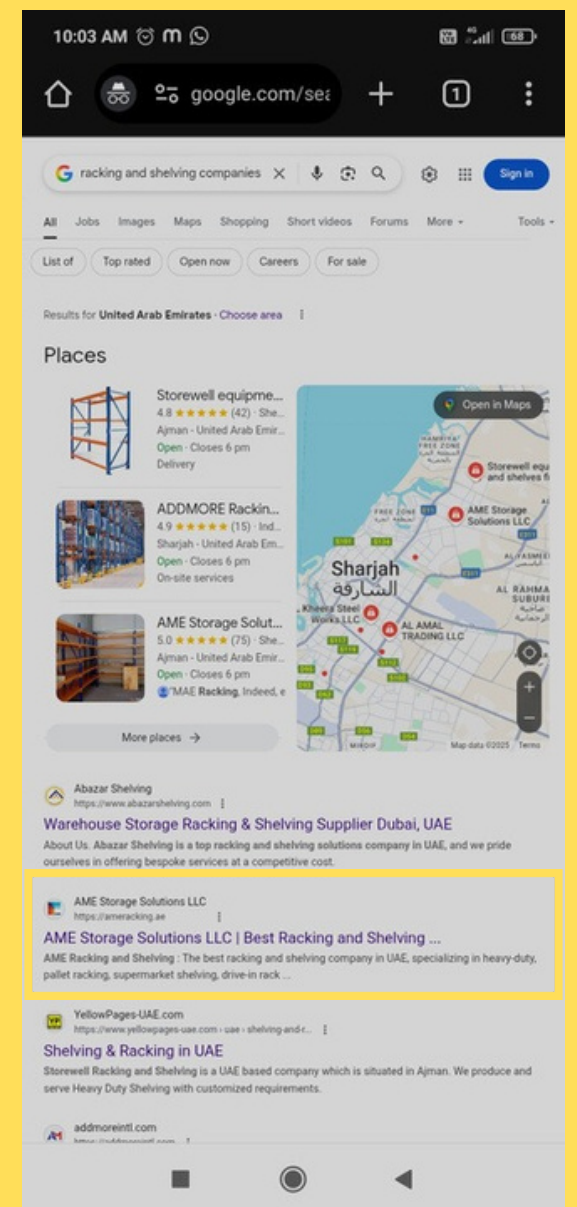
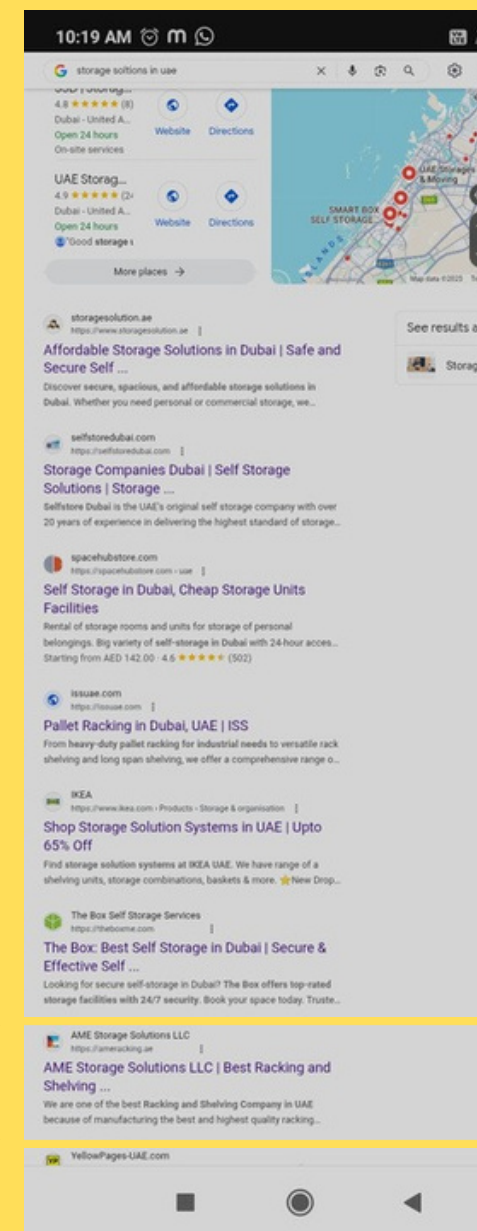
SEO

KEYWORD RANKINGS

- Company Name: AMEStorageSolutions LLC
- keyword storage SolutionsinUAE-Position 6
- keyword: racking andshelvingcompany in UAE-Position 2
- position in GBP- 3
- other keywords under top 10 are evaluated using semrush keyword position tracking tool

Buy more keywords		+ Add keywords	Actions	Positions	Est. Traff
☐ Keyword	Pos.	Diff	Visibility		
> ☐ racking & shelving companies in uae	5	↑6	2.793%		
> ☐ racking companies in uae	6	↑3	1.877%	+	
> ☐ racking store in uae	6	0	1.877%		
> ☐ racking and shelving company in uae	8	↑2	1.603%	+	
> ☐ racking and shelving in uae	10	↑5	1.007%	+	
> ☐ shelving companies in uae	10	↑2	1.007%		

Source: Semrush

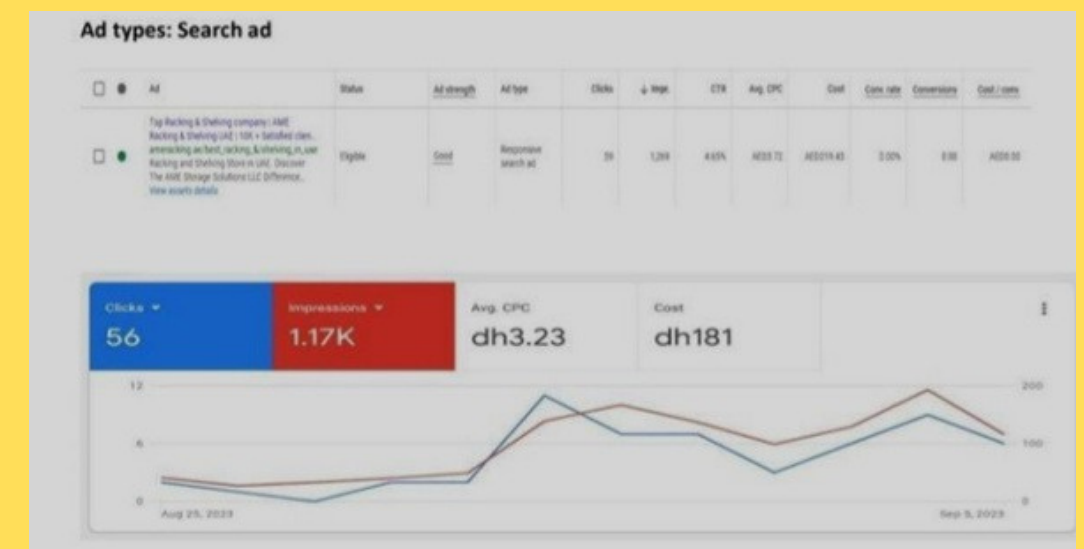


Google and Meta

Assisted my team in the Meta and Google Ad Campaigns of various clients.

Account name	Reach	Impressions	Frequency	Amount spent
Bliss cafe	1,237,848	2,029,147	1.64	₹8,360.48
Total results 1/1 row displayed	1,237,848 Accounts Centre ac...	2,029,147 Total	1.64 Per Accounts Centre account	₹8,360.48 Total Spent

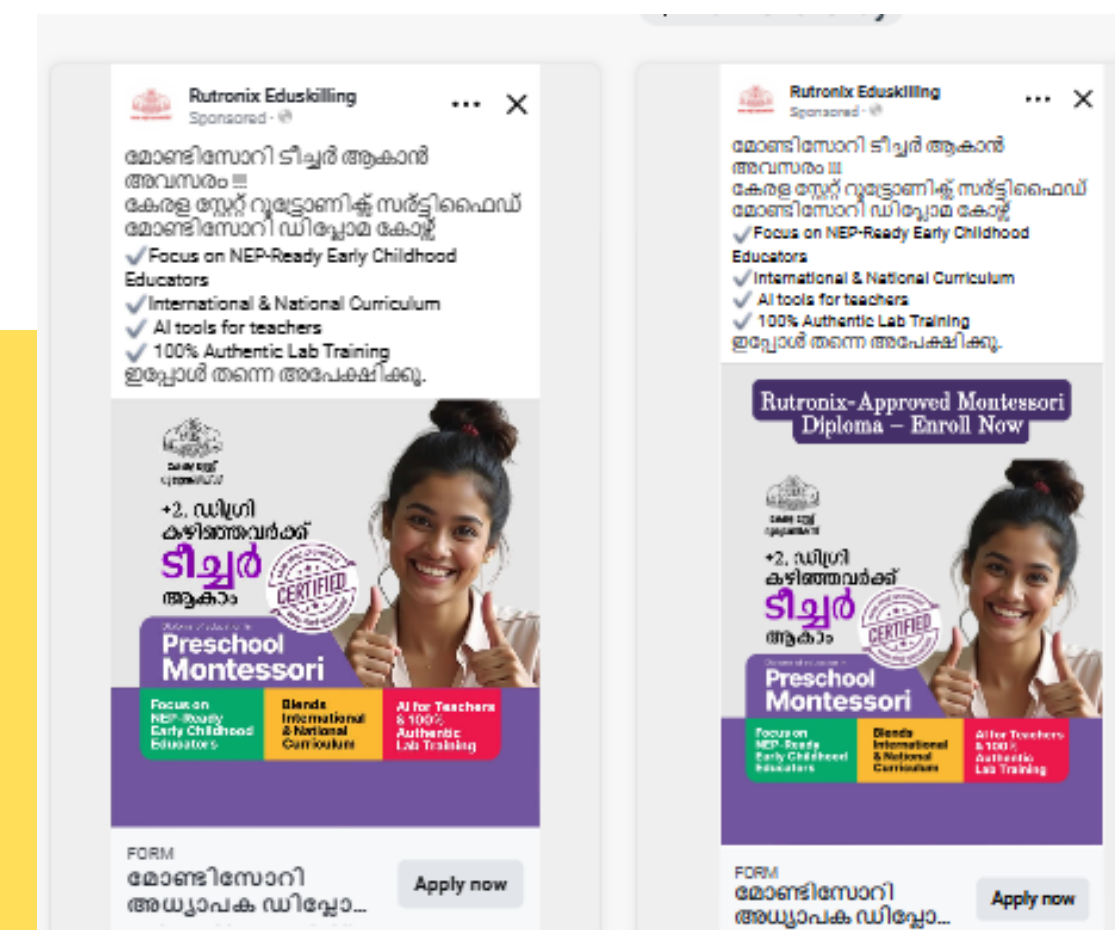
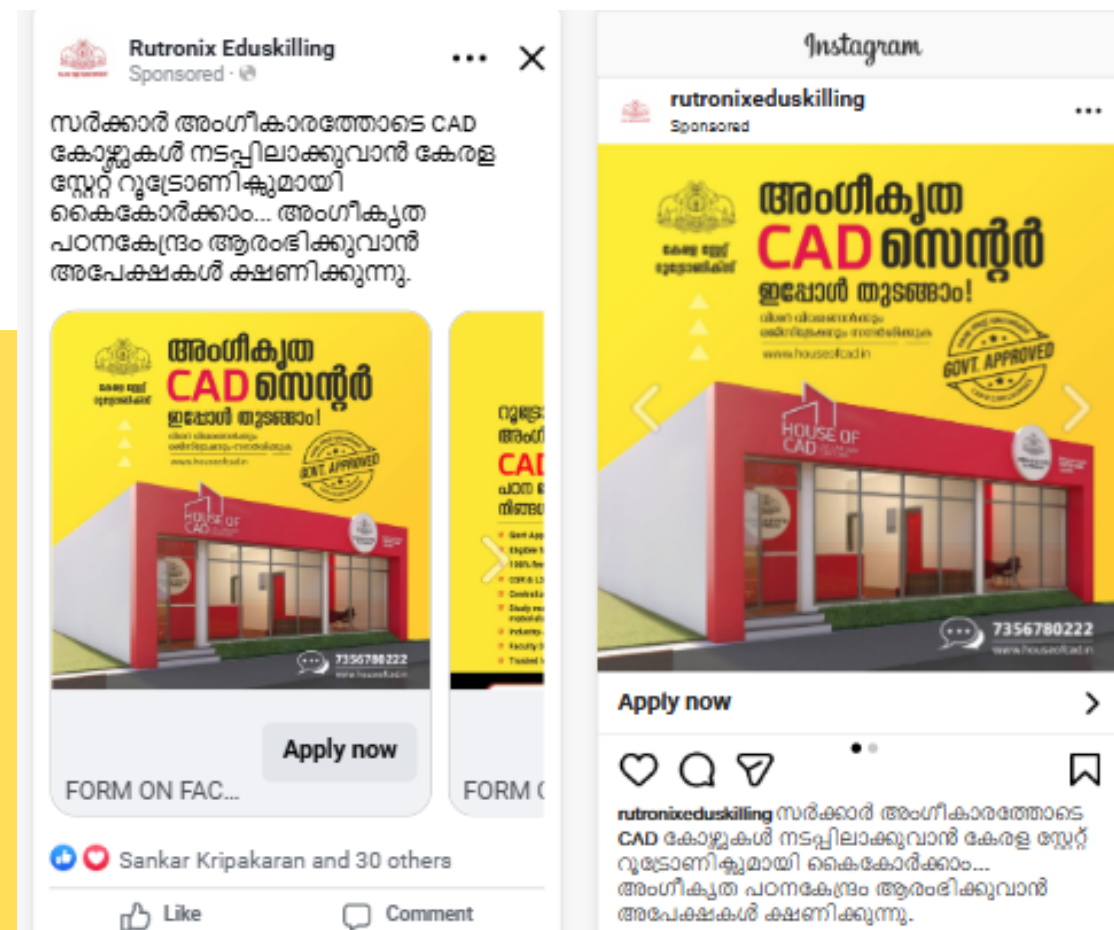
Meta Ads - Bliss Cafe, Kazhakkootam



Google Ads-AME Storage Solutions, UAE

Meta Marketing

For Kerala State Rutronix Courses And Training Centers and for other clients of Groware



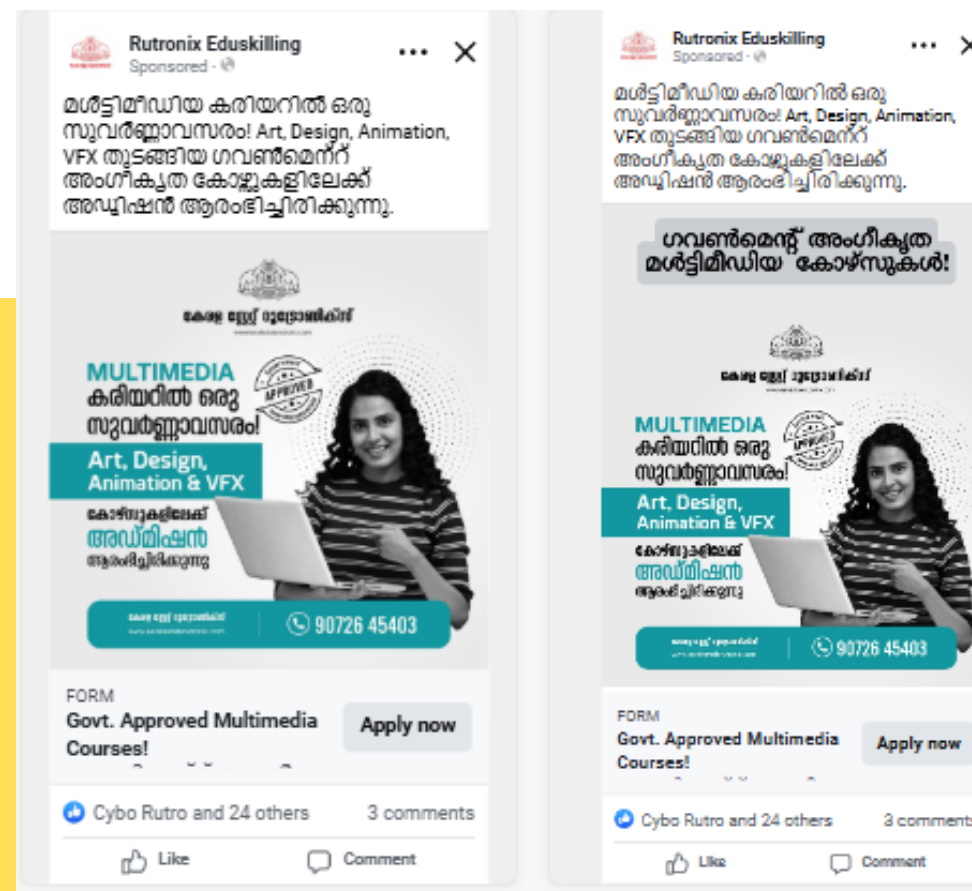
Performance overview		
Meta leads ⓘ	Per Meta lead	Amount spent ⓘ
350	₹12.52	₹4,382.93

Performance overview		
Meta leads ⓘ	Per Meta lead	Amount spent ⓘ
98	₹38.81	₹3,803.01

From June 5 to August 31, In weekends

Meta Marketing

For Kerala State Rutronix Courses And Training Centers and for other clients of Groware



Performance overview

Day ▾Activity history:

Meta leads ⓘ

40

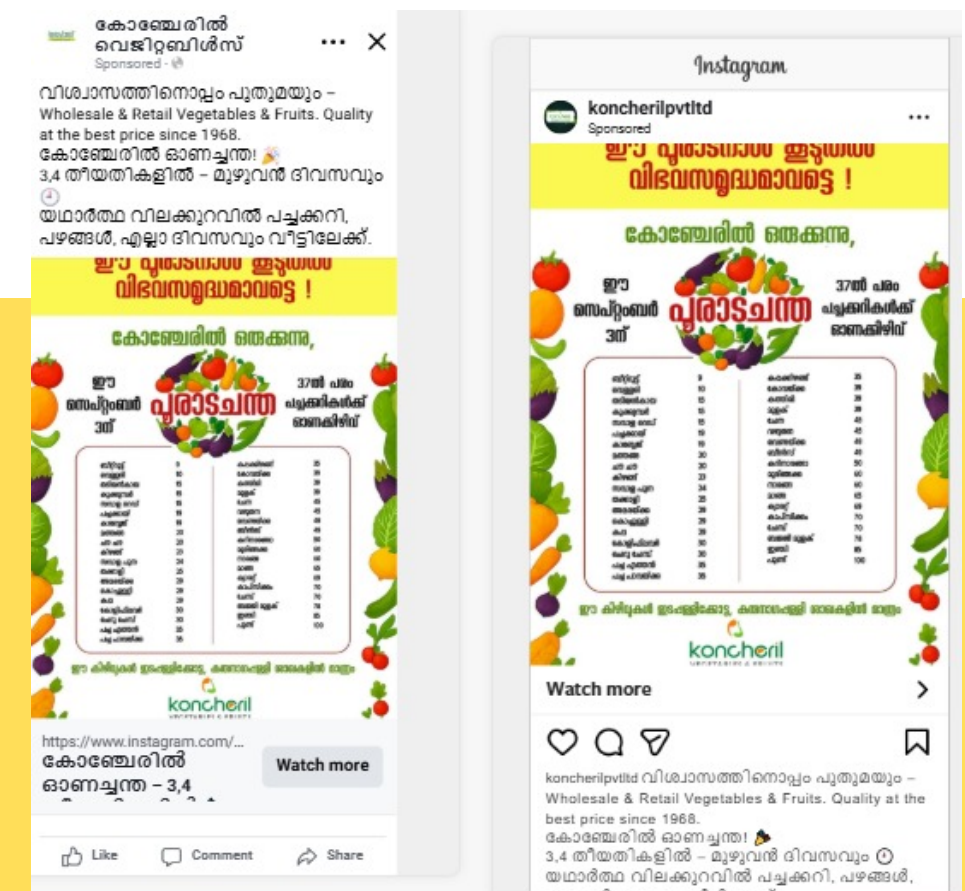
Per Meta lead

₹86.05

Amount spent ⓘ

₹3,441.98

Meta leads



Performance overview

Day ▾

Activity history: All

Reach ⓘ

23,739

—

Cost per result ⓘ

₹5.89

—

Amount spent ⓘ

₹139.81

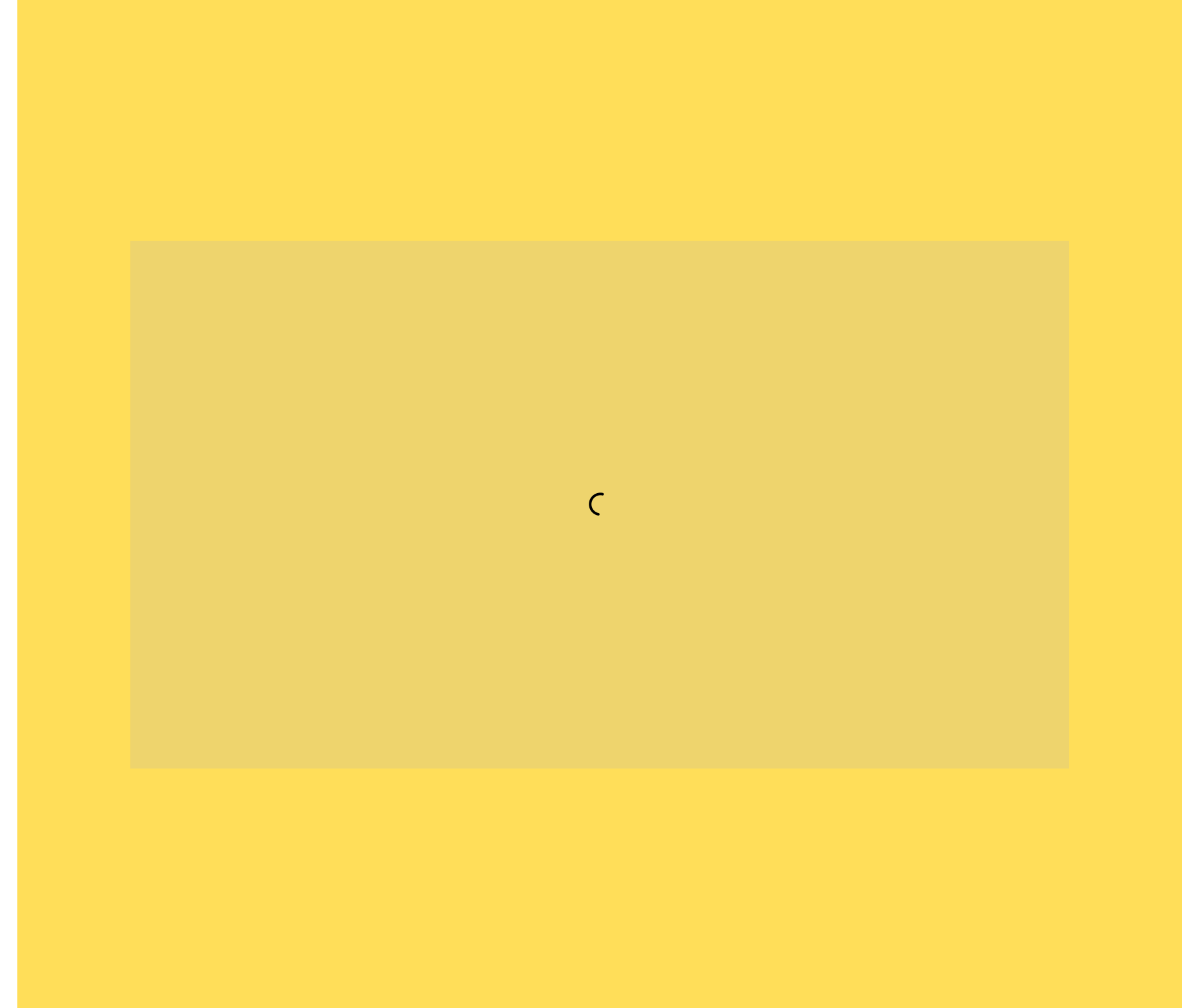
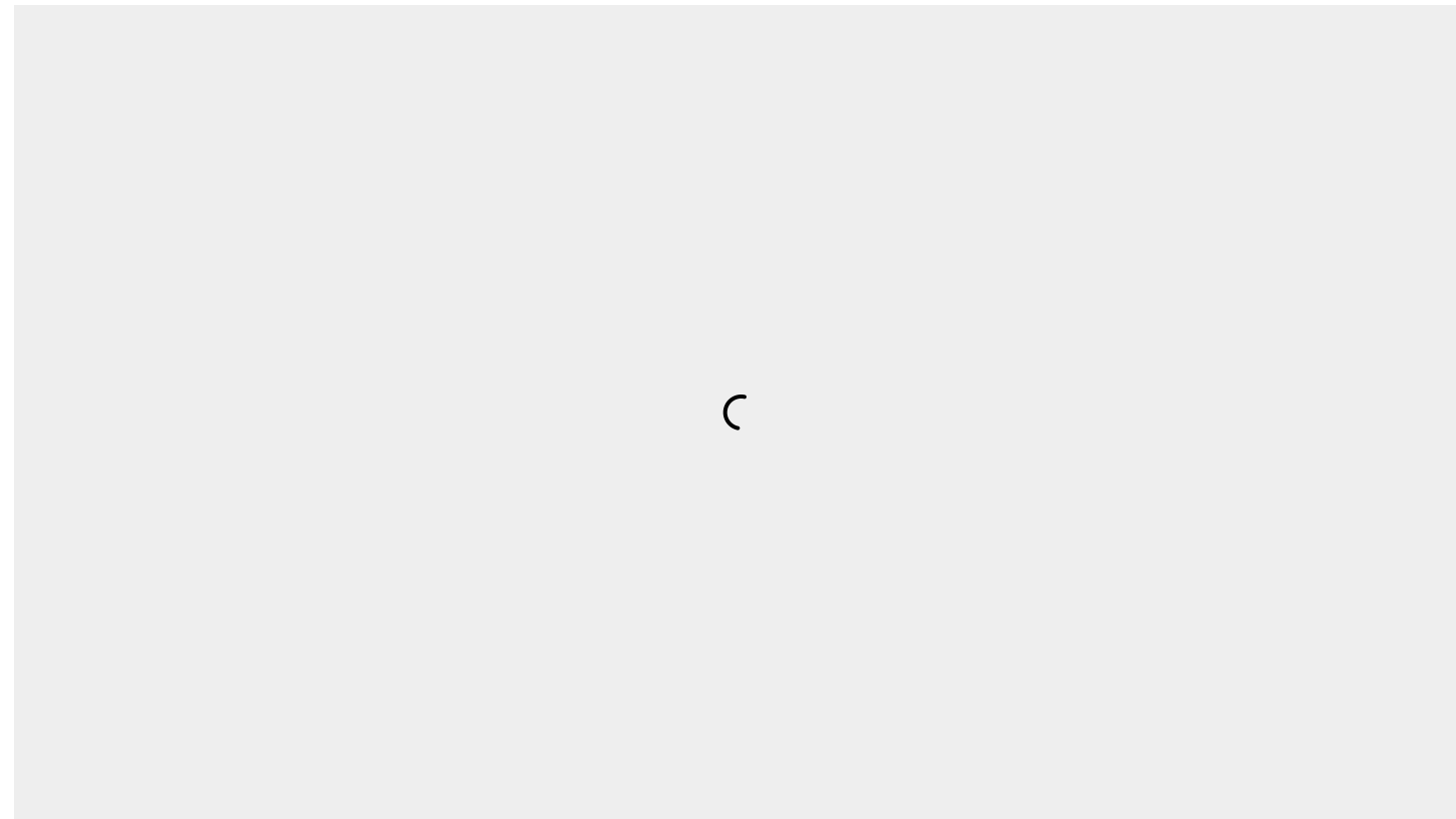
—

From June 5 to August 31, In weekends

Digital Marketing Workshops Organized

Meta Ads Workshop on the part of Counselling Mastery Initiative of Kerala State, Rutronix for Training Centres:

- Organised the workshop and preparatory sessions
- Also took sessions in the preparatory Phase



THANK YOU

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**Kattakada,
Thiruvananthapuram, 695572**