



*Akhifa A*

**By A Dedicated Digital Marketing Specialist**



*introducing*

I am a digital marketing professional with nearly five 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



**30+**

Wordpress  
websites Created

**15+**

Managed Social  
Media Accounts

**10+**

Industries

**5+**

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 Specialist in Kerala with over 5 years of experience, specializing in Meta advertising, SEO, and website development. I began my career at Kikstaart Digital Marketing Pvt. Ltd., where I built a strong technical foundation across SEO, web development, and digital operations, while also mentoring interns through the company's training division.

I later worked with Groware Global, the principal affiliate of Kerala State Rutronix, as a Digital Marketing Trainer and Strategist, delivering faculty training, workshops, and end-to-end digital strategies.

Currently, I serve as an Internship Mentor cum Trainer at DigitalX. Alongside this, I work as a freelance digital marketing consultant, having collaborated with 10+ industries and developed 30+ high-performing websites over the course of my career.

- 01** Internship Mentor cum Trainer  
@ DigitalX Marketers Academy
- 02** Digital Marketing Trainer & Strategist  
@ Groware Global (Principal Affiliate of Kerala State Rutronix)
- 03** Senior Growth Marketing Executive  
@ Kikstaart Digital Marketing Pvt Ltd.
- 04** Digital Marketing Intern  
@ Inmakes Infotech Pvt Ltd.
- 05** 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 Cart
Bonnet Dryer	₹ 699.00	★★★★★	Add To Cart

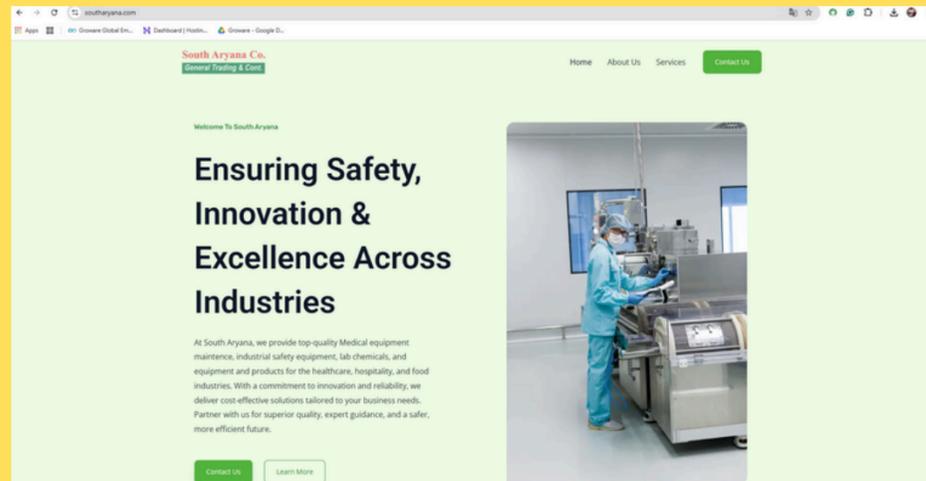
**CURL DEFINING KIT COMBO Offer**

SATIN BONNET + LYCRA BAND BONNET + SCRUNCHY + BRUSH = ₹1199 1149

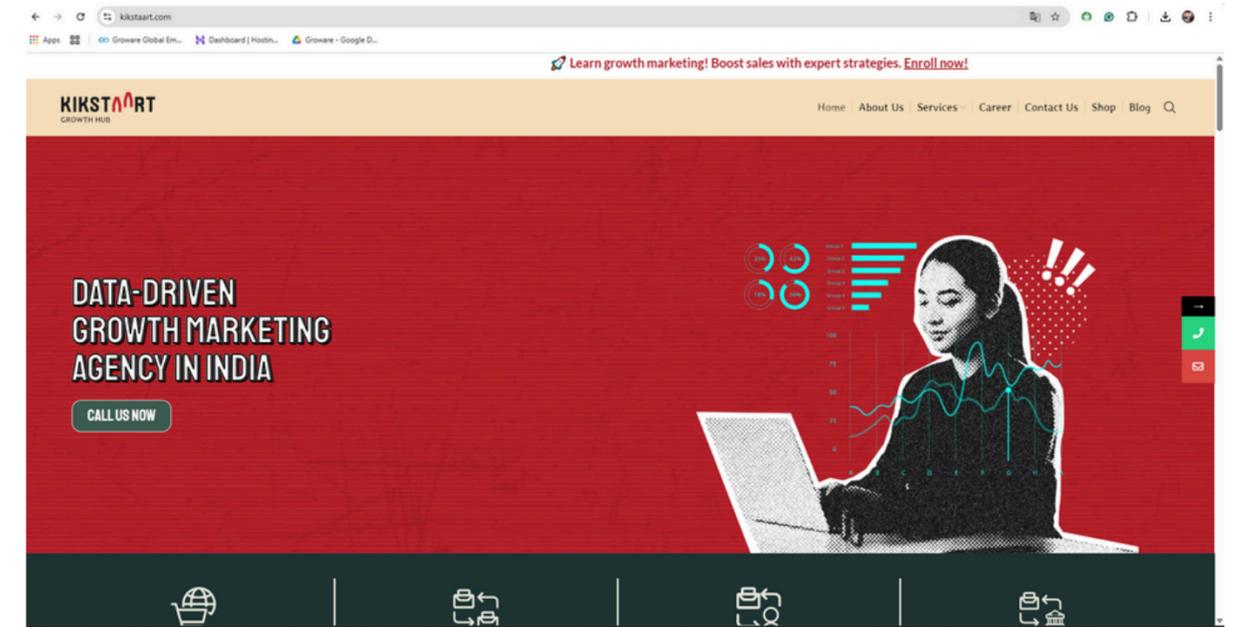
**New Arrivals**

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

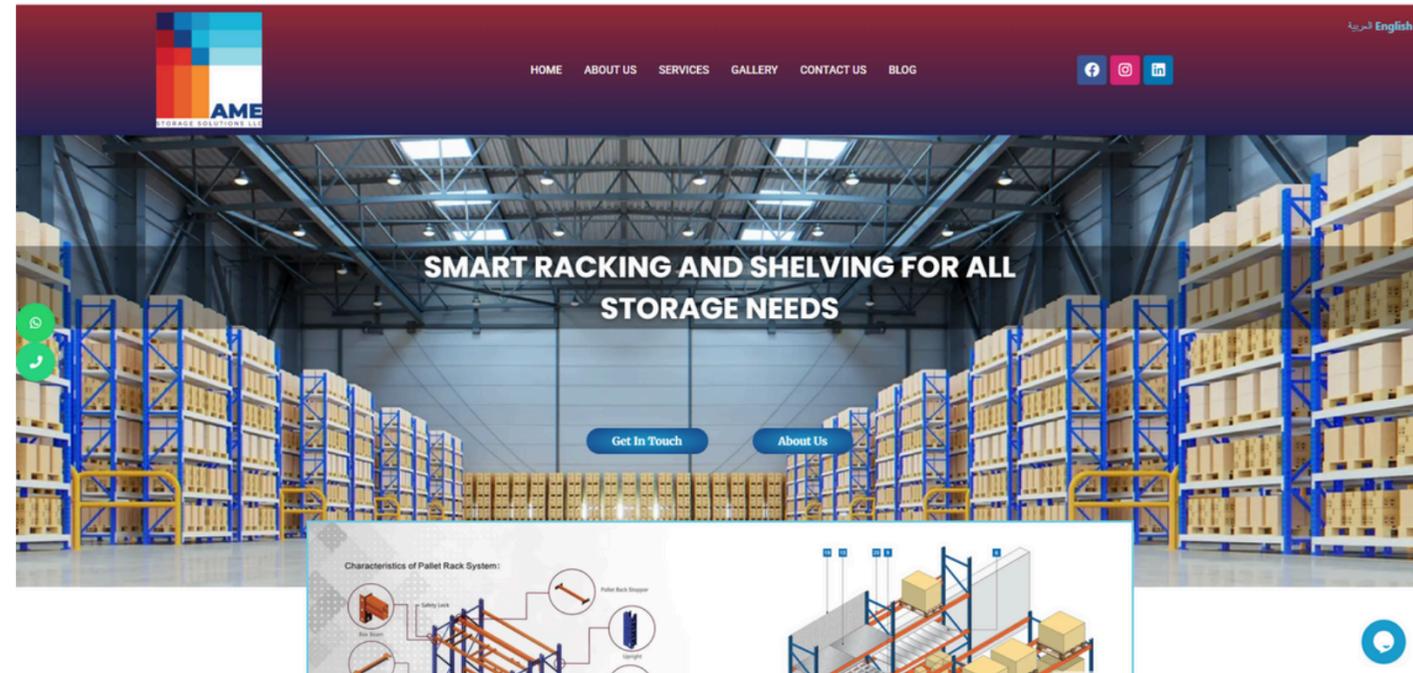
<https://curlyn.in/>  
(old Website)



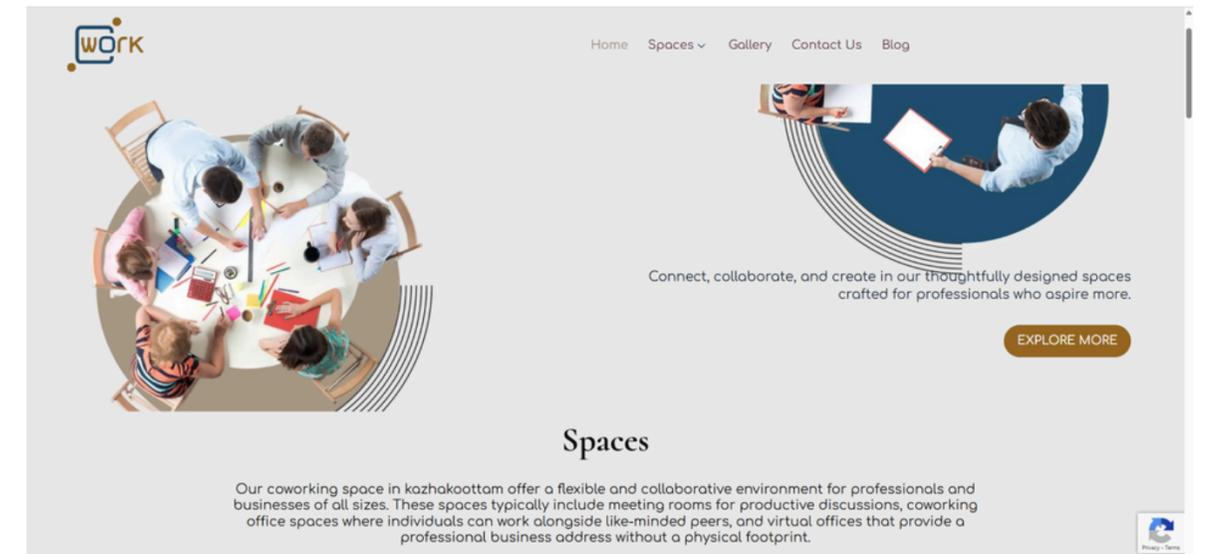
<https://southaryana.com/>



<https://kikstaart.com/>



<https://ameracking.ae/>

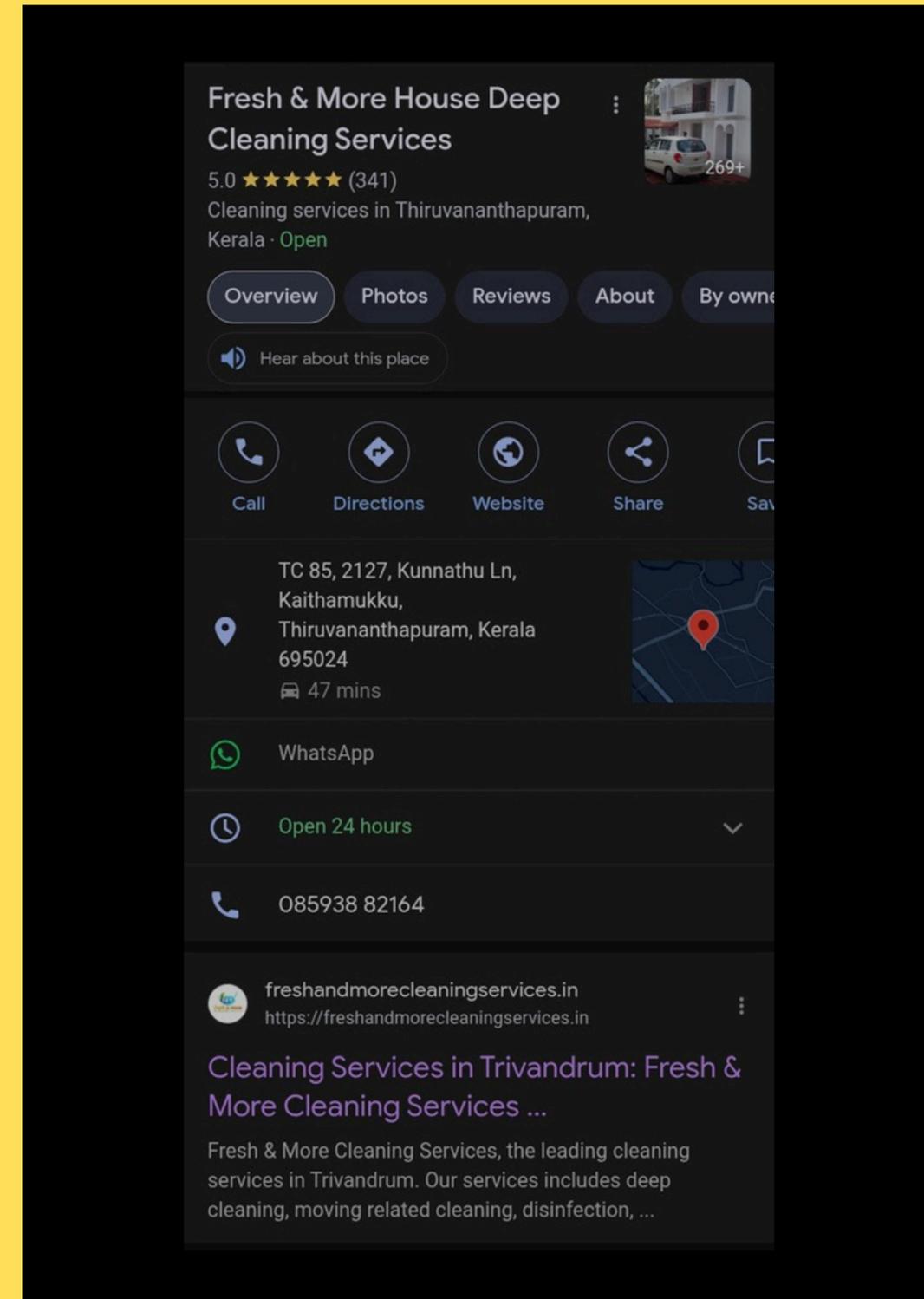
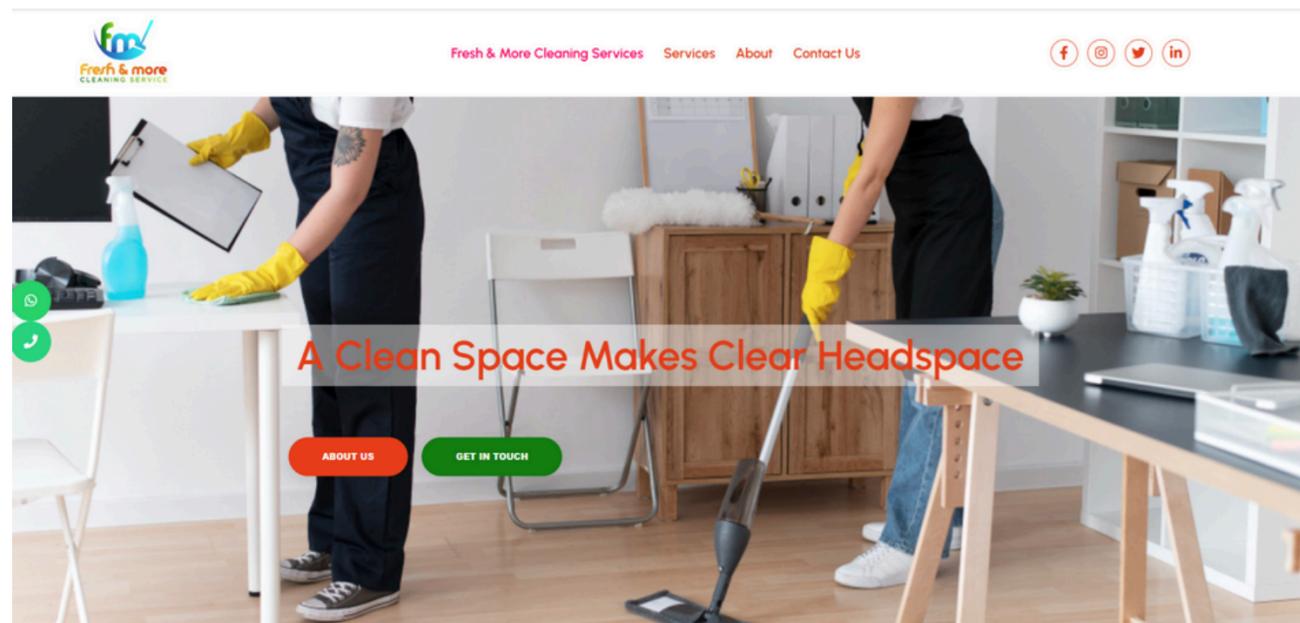


<https://cowork.kikstaart.com/>

# GOOGLE BUSINESS PROFILE

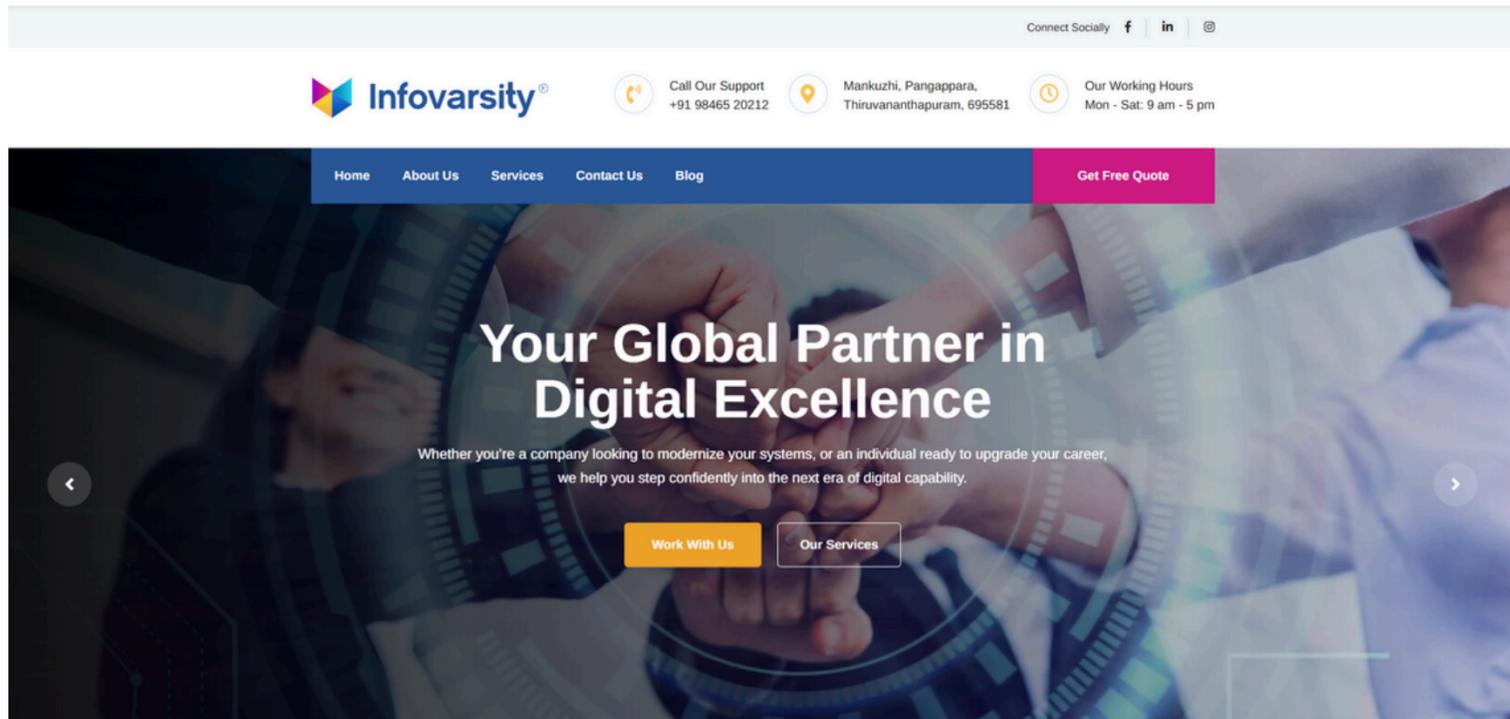
## Fresh & More House Deep Cleaning Services

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

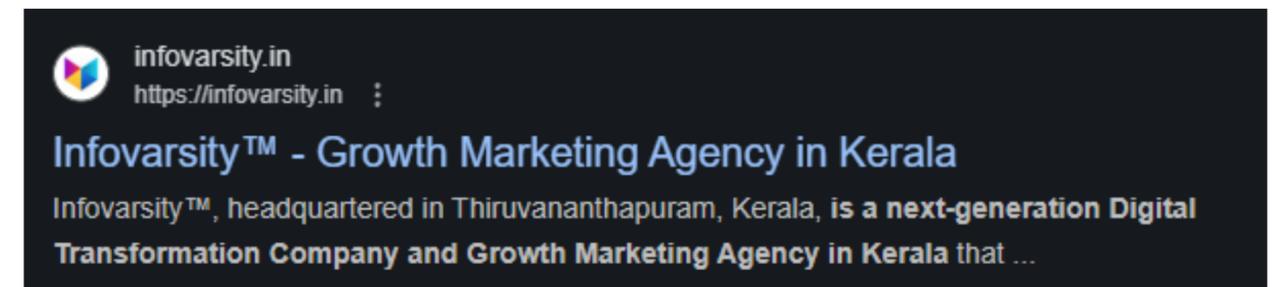
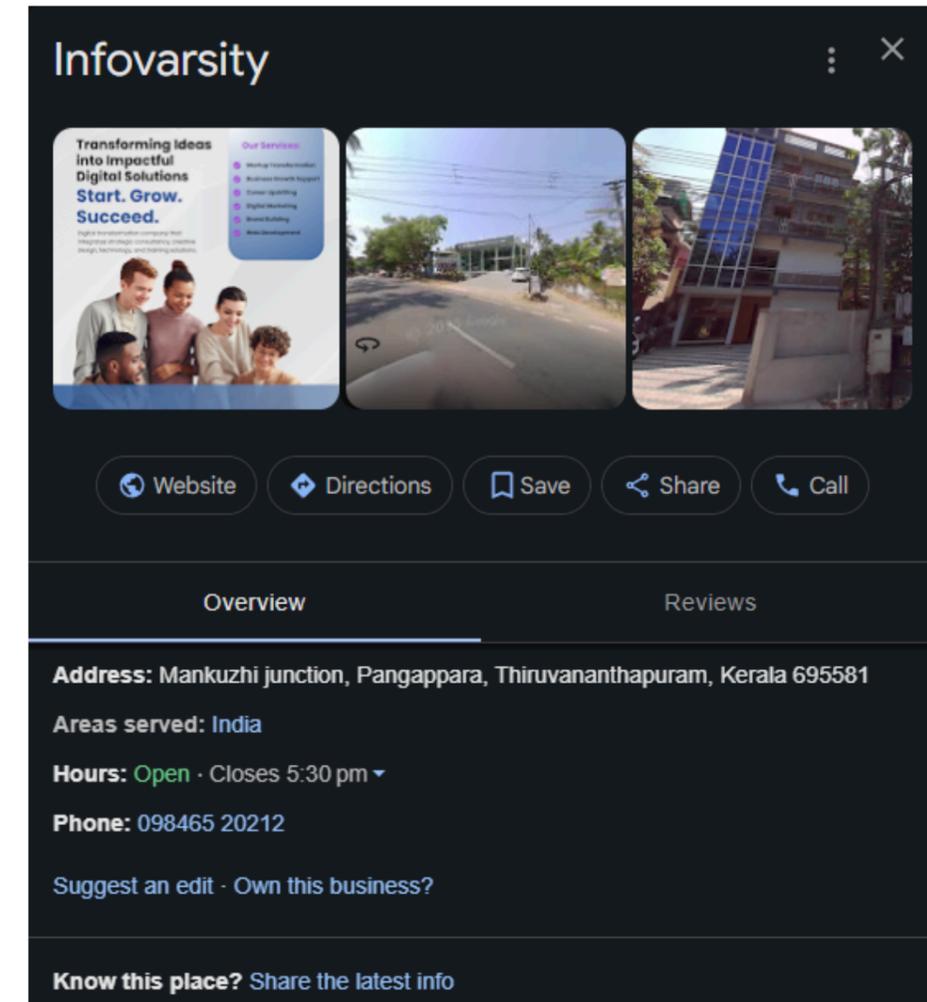


# HTML WEBSITE & SEO Works (Ongoing)

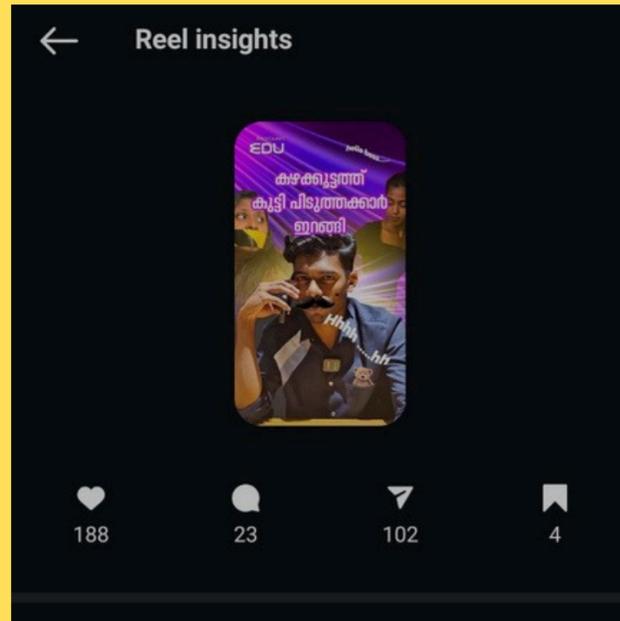
Another business of Groware Global



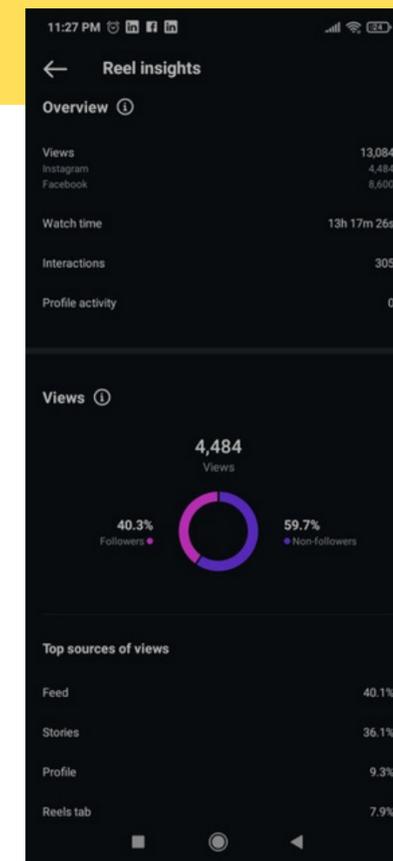
<https://infovarsity.in/>



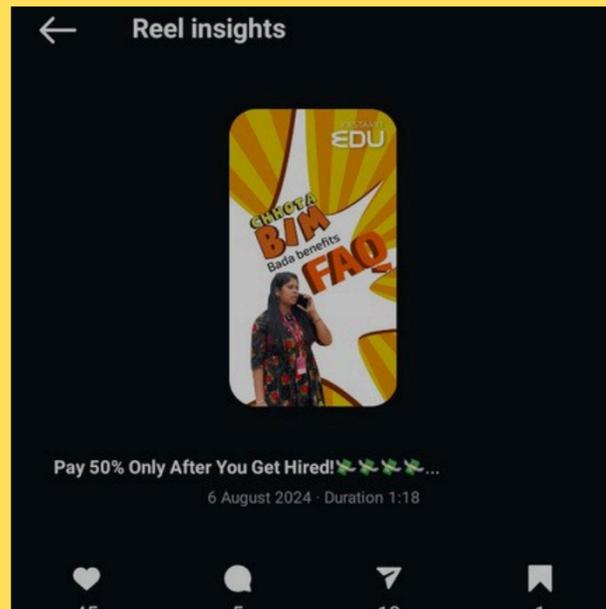
# SOCIAL MEDIA CAMPAIGNS



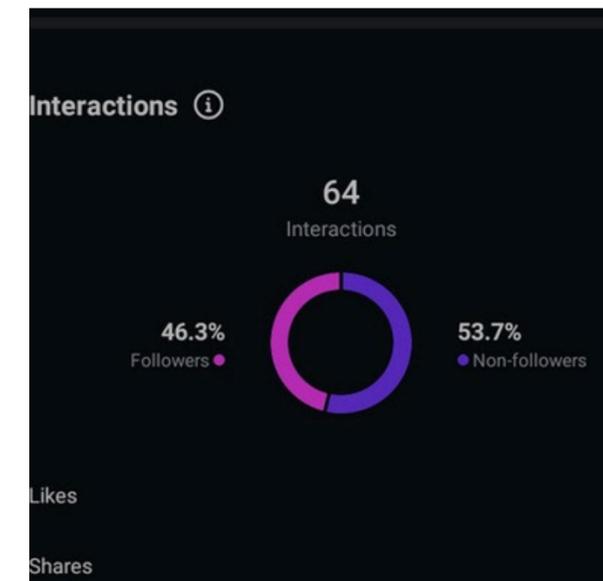
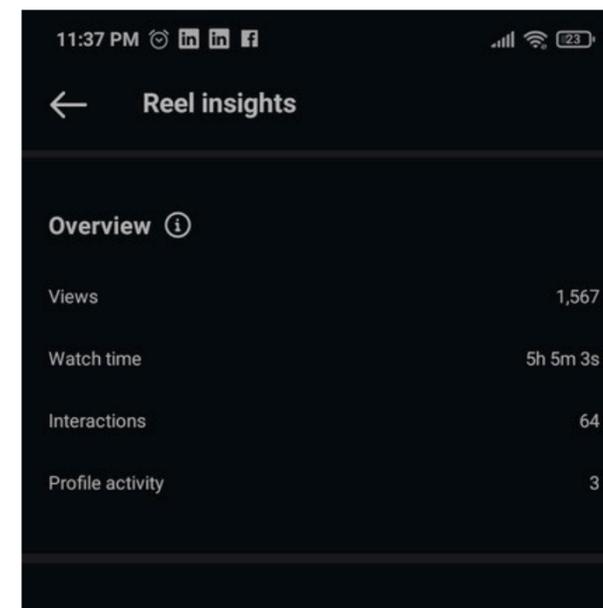
Campaigns created activity camp programme of Kerala State Rurtronix ATC  
Kikstaart Edu post link:  
[https://www.instagram.com/reel/DHveuS\\_\\_Eo9cs/?igsh=a2owaGUzN3c3ejBl](https://www.instagram.com/reel/DHveuS__Eo9cs/?igsh=a2owaGUzN3c3ejBl)



# SOCIAL MEDIA CAMPAIGNS



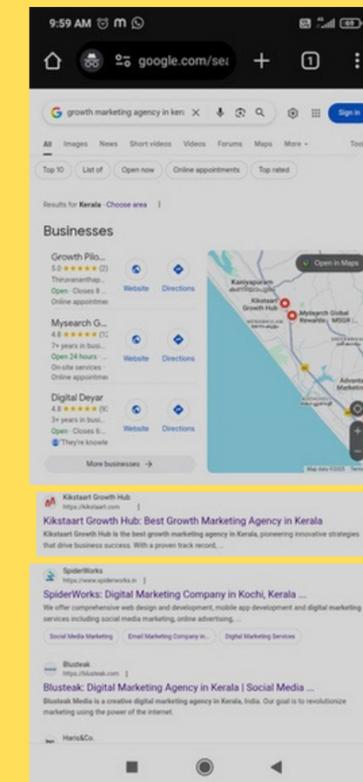
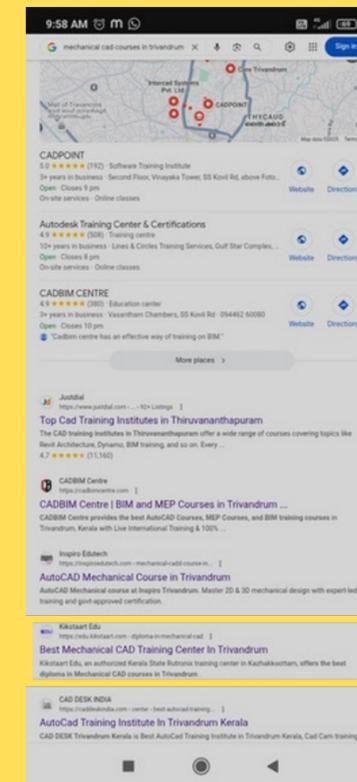
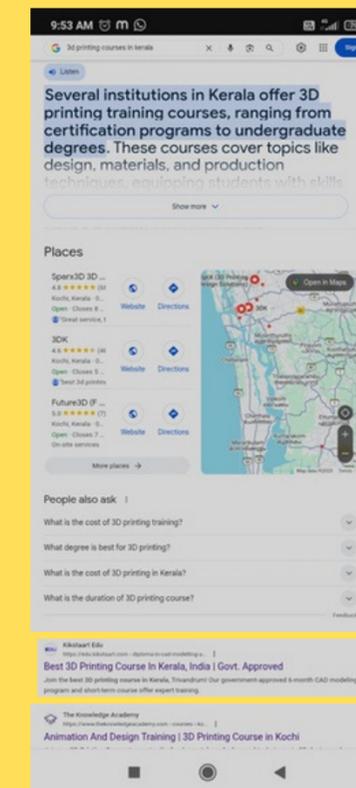
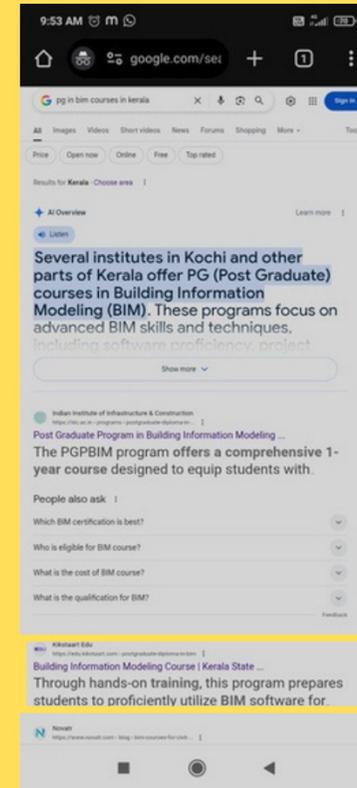
Chhotta BIM Campaign created for the course, pg diploma in BIM of Kerala State Rutronix ATC Kikstaart Edu  
post link:  
<https://www.instagram.com/reel/DHveusEo9cs/?igsh=a2owaGUzN3c3ejBl>



# 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

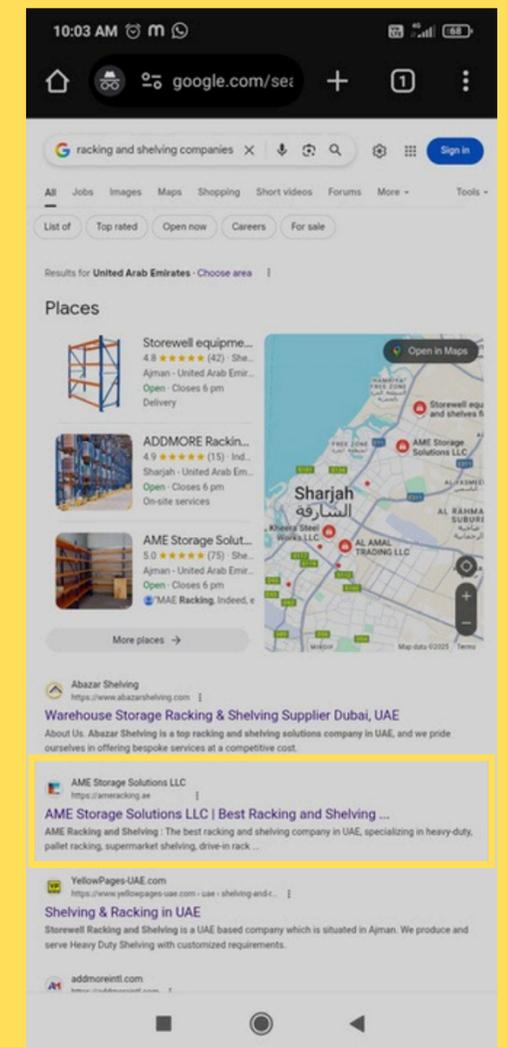
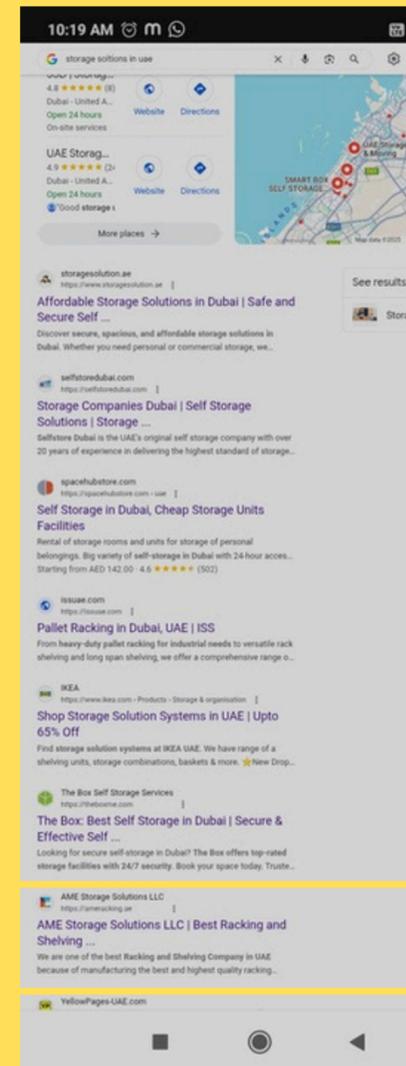


# SEO KEYWORD RANKINGS

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

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%

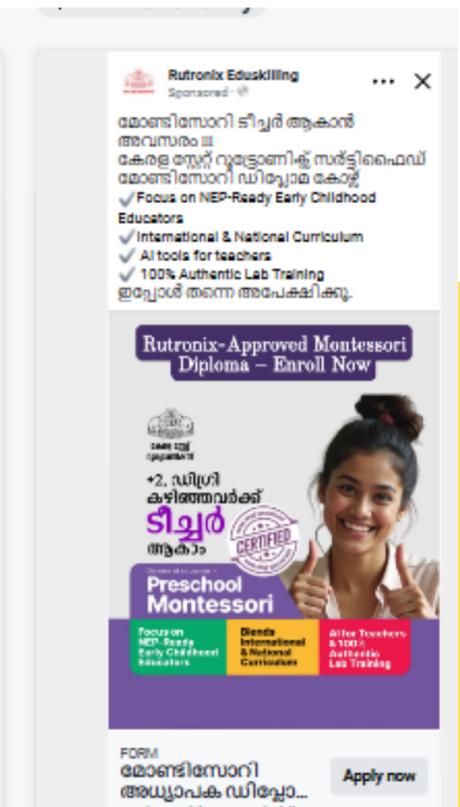
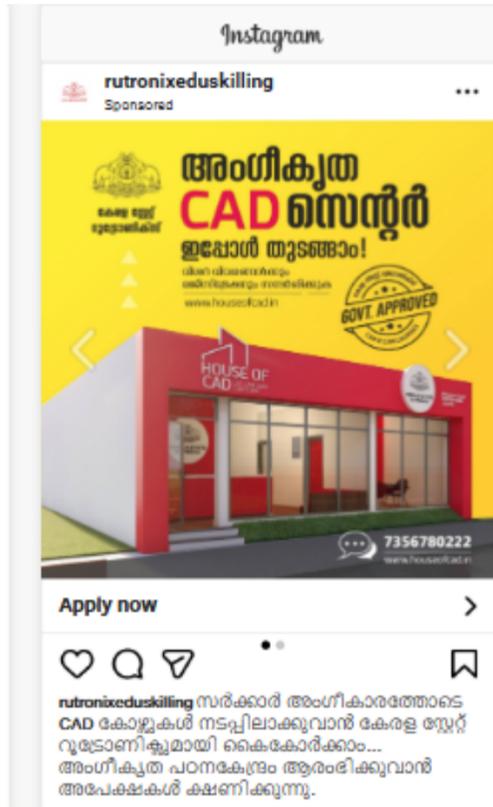
Source: Semrush





# Meta Marketing

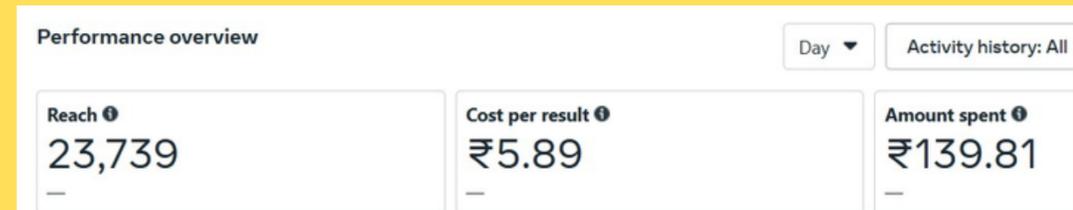
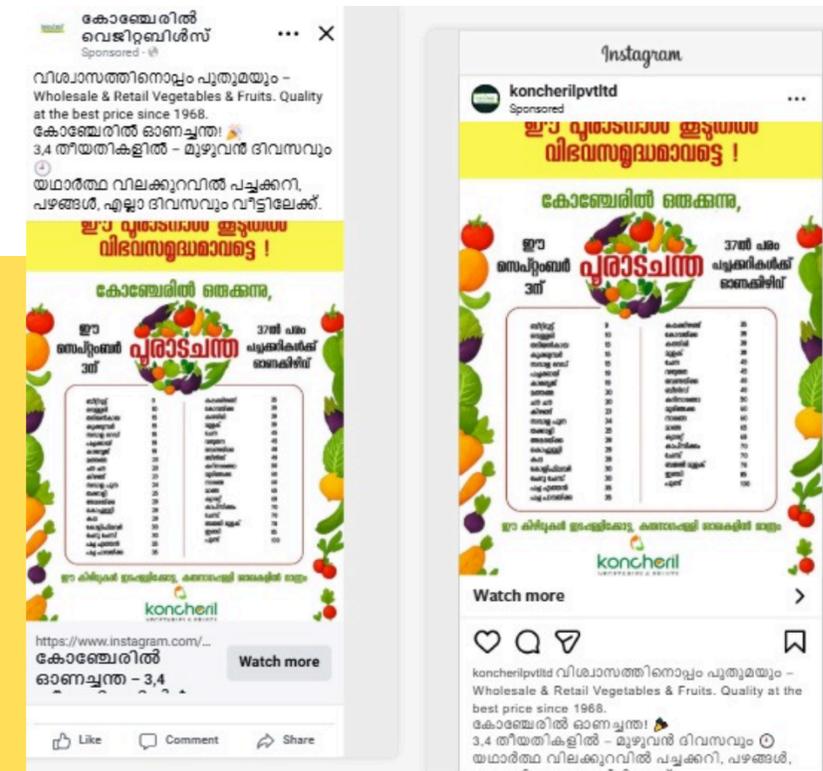
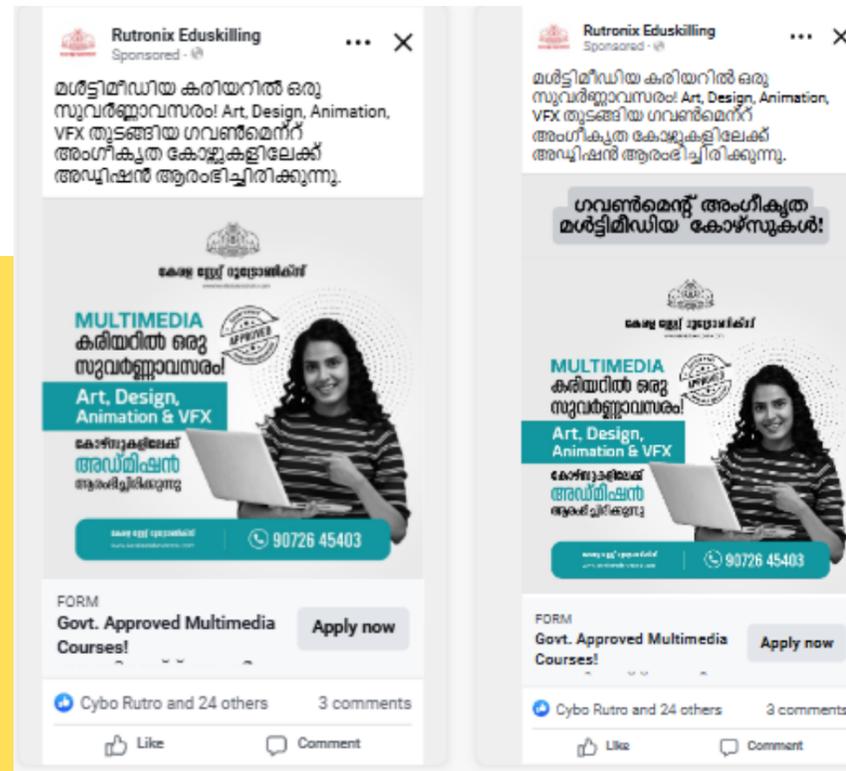
For Kerala State Rutronix Courses And Training Centers and for other clients of Groware



From June 5 to August 31, In weekends

# Meta Marketing

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

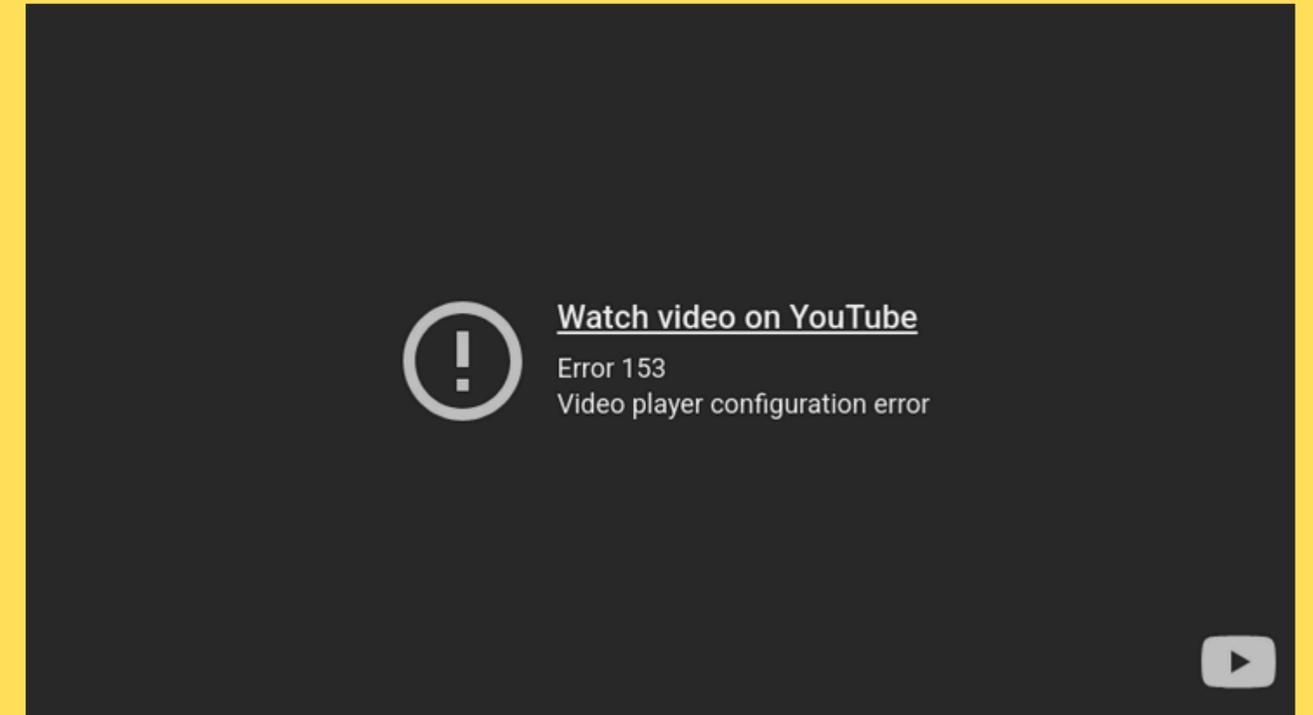
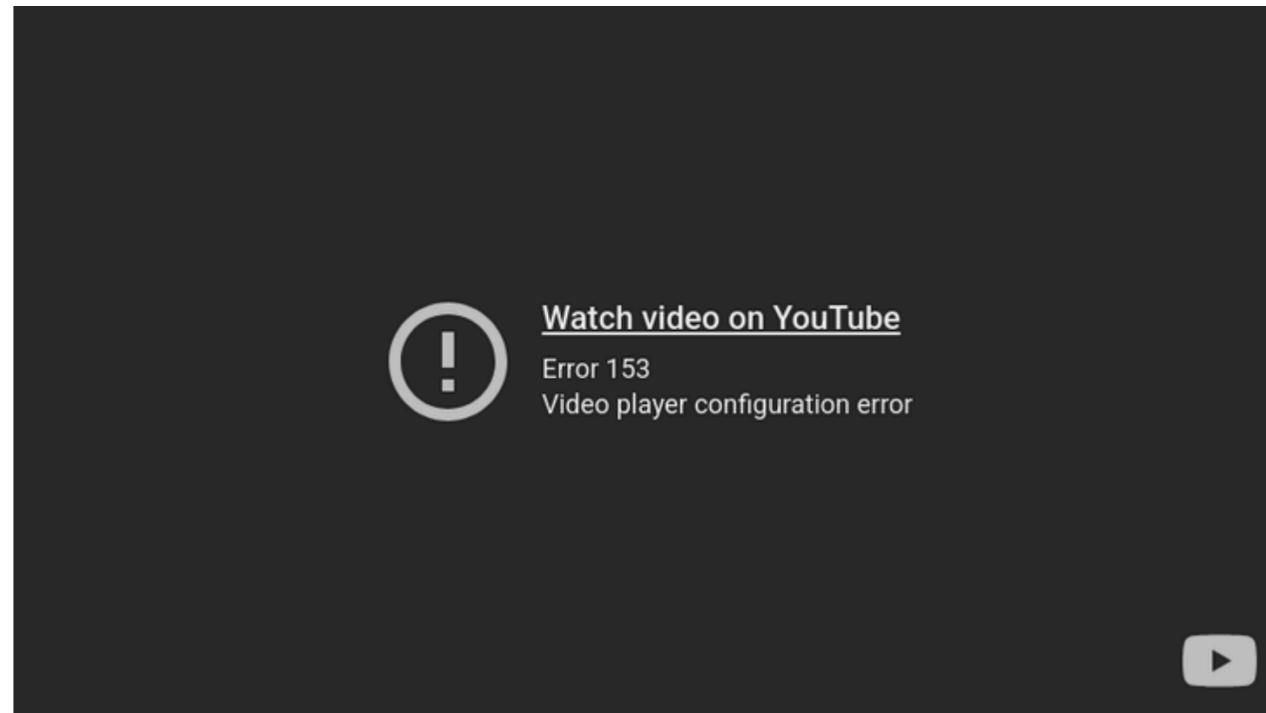


From June 5 to August 31, In weekends

# 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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