NOORUL AMEEN K.C

Digital Marketer | Meta Ads | SEO | WordPress | Shopify

+91 8136823054 | ameenkc2004@gmail.com | ameendigital.in | Thalakkassery, Palakkad, Kerala, India - 679534

PROFESSIONAL SUMMARY

Detail-oriented Digital Marketer with 12 months of agency and e-commerce experience in Meta Ads, SEO, content creation, Canva, motion graphics, and WordPress and Shopify development. Completed AI Driven Digital Marketing training (Kerala State Rutronix, 2025). Committed to delivering measurable results.

CORE SKILLS

- **Paid Advertising:** Meta Ads (Facebook and Instagram), Google Ads, LinkedIn Ads
- **SEO and Content:** Search Engine Optimization, Content Creation, Email Marketing
- **Design and Creative:** Canva Design, Motion Graphics
- **Web Development:** WordPress, Shopify, Vibe Coding (AI-assisted development)
- **Professional Skills:** Management, Negotiation, Critical Thinking, Communication, Positive Attitude

PROFESSIONAL EXPERIENCE

Digital Marketing Executive, AdFOX Digital Marketing Agency *6 months*

- Planned, launched and optimized Meta Ads (Facebook and Instagram) campaigns for agency clients
- Designed social media creatives, posters and branding materials using Canva
- Produced motion graphics and short-form video content for social media and ad campaigns
- Developed and maintained client websites using WordPress
- Performed on-page SEO, including keyword research, meta tags and content optimization, to improve search visibility

Digital Marketing Executive, Cookify Online Store *6 months*

- Managed and optimized Meta Ads campaigns to drive traffic and sales for the online store
- Created product-focused content, including images, reels and captions, for social media
- Built and managed the Shopify website, including product listings and store setup
- Used vibe coding (AI-assisted development) to build and customize website features faster

EDUCATION

AI Driven Digital Marketing, Kerala State Rutronix 2025

Bachelor of Commerce (B.Com), Minority Arts and Science College, Vattapparambu 2022 - 2025

Higher Secondary (Political Commerce), Wisdom College, Kumaranellur 2019 - 2021

SSLC, Dr KB Menon Memorial Higher Secondary School, Thrithala 2019

LANGUAGES

Malayalam (Native) | English (Professional working proficiency)