

# JASNA VC

## DIGITAL MARKETER

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Calicut, Kerala | [info@henzapk.com](mailto:info@henzapk.com) | [LinkedIn Profile](#) | [Website](#)

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I'm Jasna, a certified digital marketer with hands-on experience in SEO, SEM, SMM, and web development, and 1 month of internship experience in digital marketing, specializing in SEO, SEM, social media marketing, email marketing, and web development. My expertise is in creating result-driven marketing strategies to help businesses enhance their online presence and achieve their goals.

### INTERNSHIP EXPERIENCE

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Digital Marketing Intern—Adsin Learning Hub (1 Month)

- Worked on SEO (on-page, off-page, and technical SEO) to optimize website visibility.
- Managed SEM campaigns, including PPC and google ads
- Developed social media marketing (SMM) strategies for Facebook, Instagram, LinkedIn, and YouTube.
- Executed email marketing campaigns for lead generation and engagement.

### CORE ACADEMICS

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- ITI – Computer Operator & Programming Assistant (COPA),  
Calicut Government ITI for Women
- Plus Two, Govt. HSS Pannur
- SSLC, Govt. HSS Pannur

### CERTIFICATIONS

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- Digital Marketing  
Certification
- COPA Certification
- Internship Certification

### TECHNICAL SKILLS

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- SEO (Search Engine Optimization)—On-page, off-page & technical SEO
- SEM (Search Engine Marketing) – PPC, Google Ads
- SMM (Social Media Marketing) – Facebook, Instagram, LinkedIn, YouTube
- Email Marketing—Campaign management, lead generation
- Web Development—WordPress website development

### ADDITIONAL INFORMATION

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- **Languages:** English, Malayalam