

# MUHAMMAD FAYIZ KP

## Digital Marketer

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Portfolio: <https://fayizz.com/>

### PROFESSIONAL SUMMARY

Results-driven Digital Marketing student with hands-on experience in SEO, WordPress website development, and WooCommerce e-commerce projects. Skilled in on-page SEO, keyword research, and LinkedIn profile optimization, with a focus on improving search visibility and user engagement. Completed multiple website and e-commerce builds, applying practical strategies to support organic growth. Currently focused on strengthening SEO expertise through continuous testing, content optimization, and performance analysis.

### EDUCATION

- Opentutor Digital Marketing Academy, Kannur April 2026
- +2 Commerce 2021- 2022

### EXPERIENCE

Digital Marketing Intern – Opentutor Digital Academy- [April 2026]

- Managed social media content (posts, reels, ad copies) to improve brand visibility and engagement
- Developed digital marketing strategies and monthly content calendars to boost online presence
- Contributed to website design and audits, focusing on SEO, structure, and user experience

### CERTIFICATIONS

- Semrush
- Google Analytics
- Google Ads Measurements
- AI Powered Shopping Ads Certification

### TECHNICAL SKILLS

- Search Engine Optimization (SEO)
- On-Page SEO
- Keyword Research
- Content Optimization
- Website Optimization
- Landing Page Creation
- Social Media Marketing (SMM)