

# YUMNA KP

## DIGITAL MARKETER

+91 77 3673 4828

 [Yumnaakp@gmail.com](mailto:Yumnaakp@gmail.com)

 [www.yumnakp.com](http://www.yumnakp.com)

---

### ABOUT ME

---

Passionate digital marketer with hands-on training in SEO, SEM, SMM, and Website development. Completed a product-focused website project during internship and continuously building practical experience through personal portfolio work. Focused on improving online visibility and audience engagement through structured digital strategies.

### PROFESSIONAL EXPERIENCE

---

#### Digital Marketing Intern - Zexpro Global

- Developed a promotional webpage for a product using WordPress
- Structured content layout to improve clarity and engagement
- Applied SEO fundamentals for website optimization
- Assisted in aligning webpage content with marketing objectives

#### Personal Portfolio Project

- Designed and developed personal portfolio website using WordPress
- Created structured content and visual branding elements
- Executed comprehensive SEO strategies to improve search performance
- Managed design assets using Canva

### EDUCATION

---

#### Bachelor of Commerce (B.com)

Mahatma Gandhi Arts and Science College  
Pondicherry University | 2022-2025

#### Professional Diploma in Digital Marketing

G-TEC Mahe | 2025-2026

### CERTIFICATIONS

---

- SEMRUSH SEO Certification
- HubSpot Content Marketing Certification
- Google Fundamentals of Digital Marketing

### PROFESSIONAL SKILLS

---

- Search Engine optimization
- Search Engine Marketing
- Social Media Marketing
- Website Development
- Content Marketing

### TECHNICAL SKILLS

---

- Canva
- WordPress
- Meta Business Suite
- Google Analytics
- Adobe Photoshop

### SOCIAL NETWORKS

---

