

NASRIN FARHANA

Digital Marketing Associate | Meta Ads & Social Media

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SUMMARY

Digital Marketing fresher with practical experience in Meta Ads campaign setup, SEO analysis. Managed an Instagram-based gift business, handling content creation, promotions, and customer interactions. Interested in building practical skills in social media marketing and online growth strategies.

SKILLS

- Social Media Marketing (Instagram)
- SEO Analysis (DA, PA, Backlinks)
- Meta Ads Campaign Setup
- Content Creation (Canva)
- Customer Engagement & Communication

EXPERIENCE

Digital Marketing Intern

Ads in The Learning Hub – Jan to March 2025

- Assisted in setting up Meta Ads campaigns
- Monitored campaign performance including impressions and traffic
- Conducted website SEO audit and analyzed DA, PA, and backlink metrics
- Learned campaign structure, targeting, and budgeting

Founder – Token of Love (Instagram Gift Store)

Jan-2024 to Current

- Built and managed a niche Instagram-based gift business from scratch, specializing in customized products
- Created and optimized product content to improve customer engagement
- Generated 100+ orders through organic Instagram marketing by implementing strategies to improve brand visibility and reach
- Handled customer interactions, order processing, and coordination s

PROJECT

A Study on the Effectiveness of Digital Advertisement

Final Year Academic Project

- Conducted a study comparing social media advertising with traditional advertising methods
- Designed and distributed a survey using Google Forms to collect responses from participants
- Analyzed survey data to understand customer preferences and effectiveness of digital ads
- Presented findings based on data analysis and consumer insights

EDUCATION

B.Com (Computer Applications)

Rathinam College of Arts and Science | 2021–2024

CERTIFICATES

- Digital Marketing Internship Certificate
- CPBFI Program — Bajaj Finserv