

DIGITAL MARKETER



PORTFOLIO



PRESENTED BY
ANSHID K

www.anshids.com

 [Anshid Ashi](#)

TABLE OF CONTENTS



Introduction

About me

Education

Personal skill

Experience

Projects

First project

Second project

Contact

Thank you

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INTRODUCTION



Who I'm

I'm Anshid, a passionate Digital Marketer from Malappuram with a strong foundation in business and online marketing strategies. I completed my Bachelor of Commerce from University of Calicut, where I built my understanding of business, finance, and market dynamics. To specialize in the digital space, I pursued professional training in Digital Marketing from Dotin Digital Academy, Kochi. There, I developed hands-on skills in SEO, social media marketing, and performance advertising. I'm focused on helping brands grow their online presence, reach the right audience, and achieve real, measurable results through smart and data-driven marketing strategies.

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EDUCATION



Bachelor Of commerce - 2021-24
at Calicut university

DOTIN DIGITAL ACADEMY ADDMA COURSE
SEPTEMBER 2025-APRIL 26

WHAT I DO



- SOCIAL MEDIA MARKETING
- SOCIAL MEDIA HANDING
- META PAID CAMPAIGNS
- CONTENT CREATION
- SOCIAL MEDIA STRATEGY CREATION
- CAMPAIGN OPTIMIZATION
- POSTER DESIGN
- SEO
- KEYWORD RESEARCH
- BLOG WRITING

MY PERSONALITY AT WORK



- Results-driven mindset
- Creative thinking approach
- Strong problem-solving skills
- Good communication skills
- Team player with positive attitude
- Focused on continuous improvement
- Consistent and disciplined



MY CREATIVE FLOW

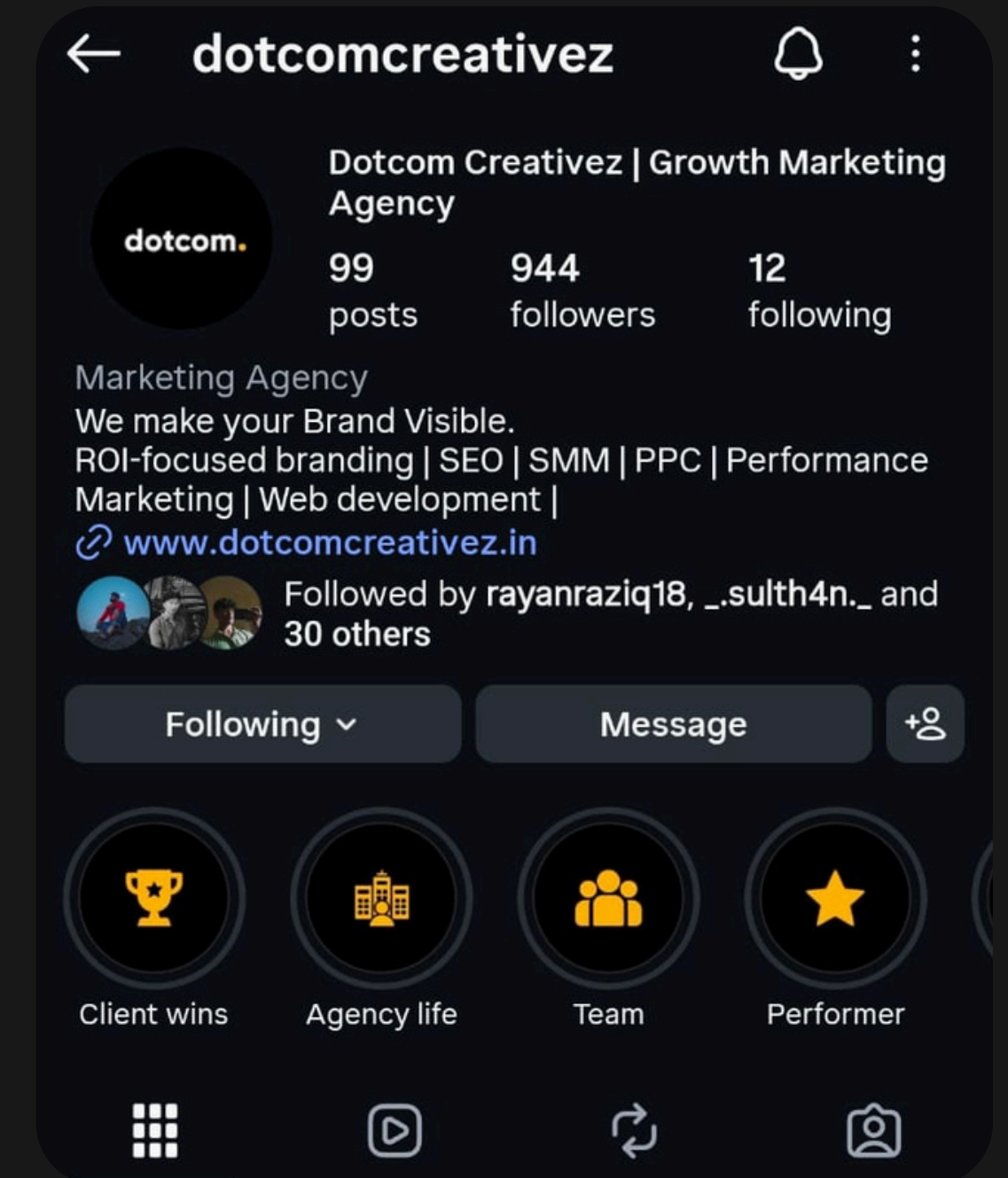
- Understand the goal & target audience
- Research trends and competitors
- Brainstorm creative ideas
- Plan strategy and content direction
- Analyze performance and data
- Optimize for better results
- Scale what works



PROFESSIONAL EXPERIENCE

Digital Marketing Intern at Dotcom Creatives Thrissur

- Assisted in planning and executing digital marketing campaigns
- Worked on social media content creation and scheduling
- Supported SEO activities including keyword research and on-page optimization
- Performance tracking & reporting

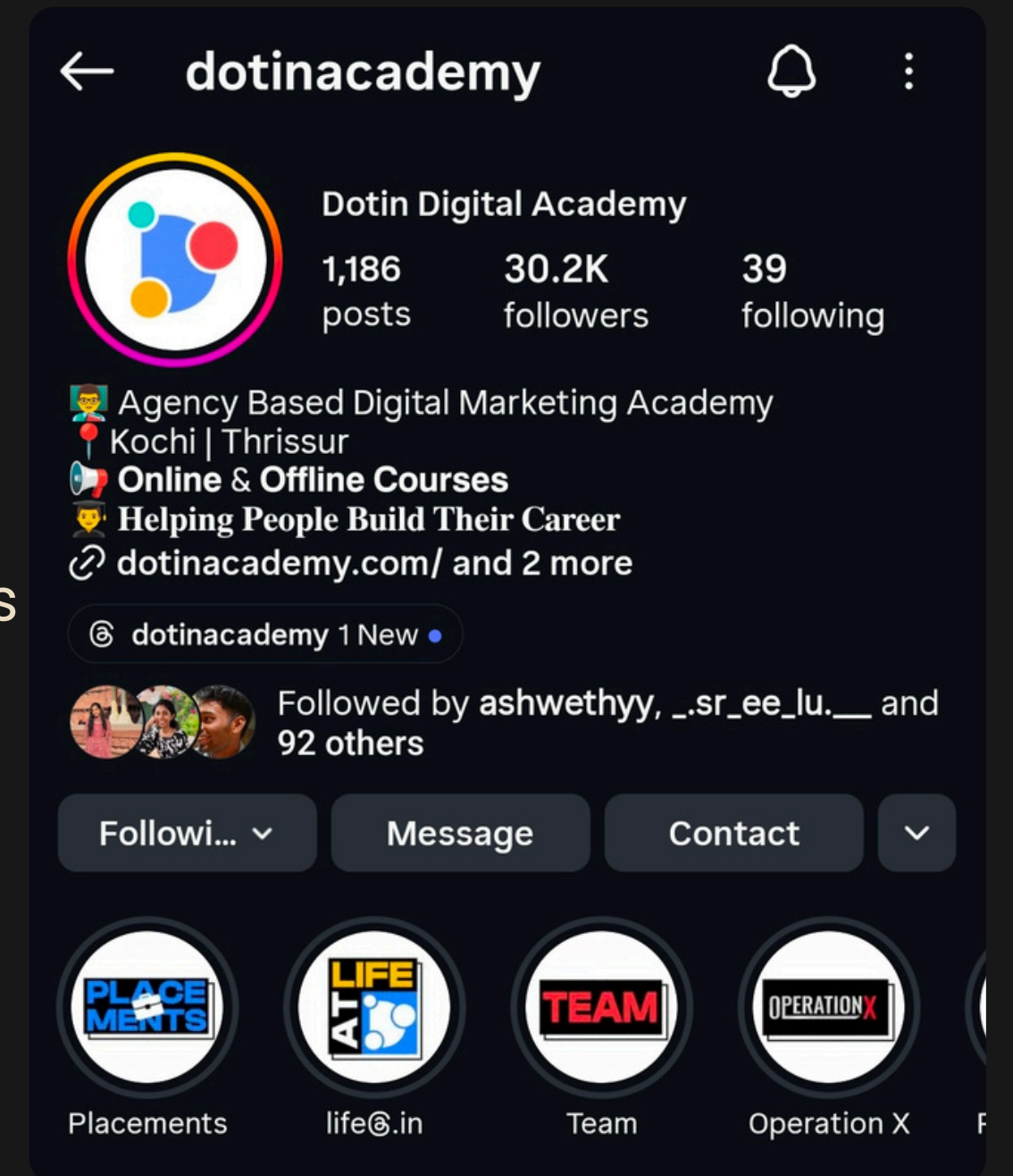


PROFESSIONAL EXPERIENCE

Digital Marketing Intern at Dotcom Creatives Thrissur Their Clients

Dotin Digital Academy

- Planned and executed Meta (Facebook & Instagram) ad campaigns
- Run Engagement Campaigns to increase leads an awareness and audience interaction
- Ran Engagement Campaigns to increase brand awareness and audience interaction
- Monitored ad performance and optimized for better reach and conversions



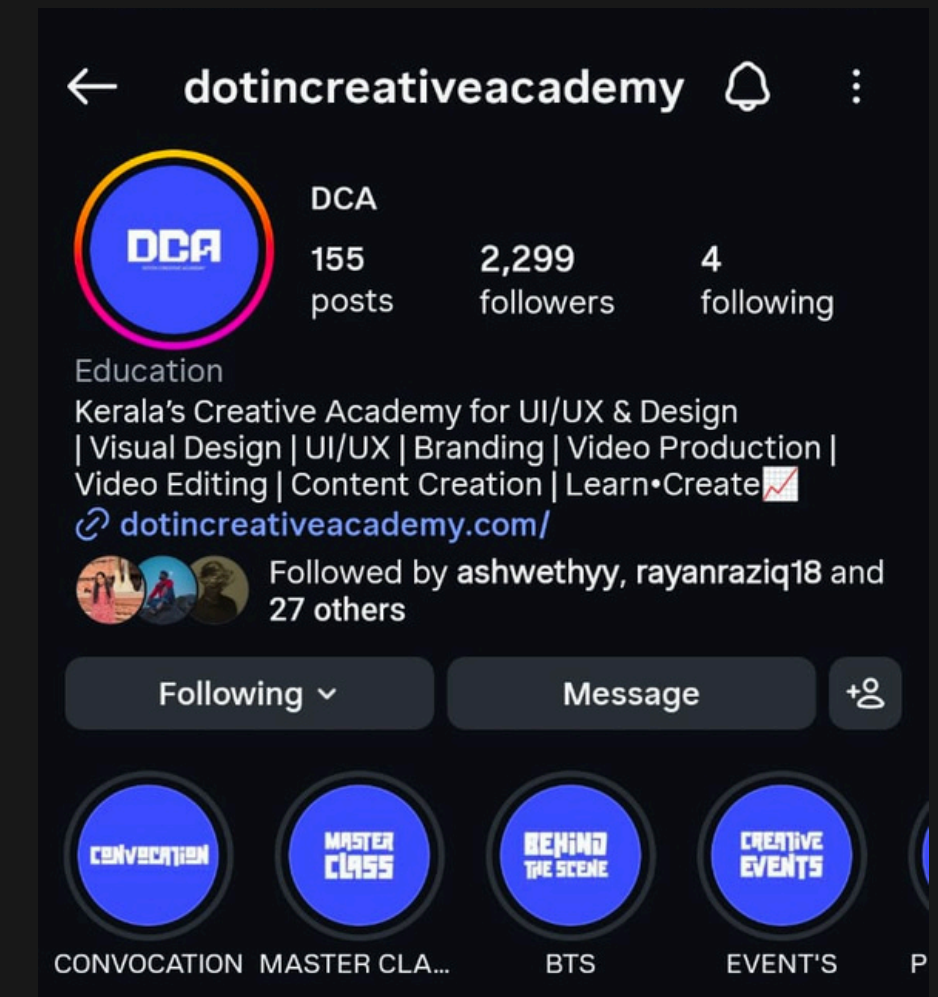
PROFESSIONAL EXPERIENCE

Digital Marketing Intern at Dotcom Creatives

Thrissur Their Clients

DCA (DOTIN CREATIVE ACADEMY)

- Planned and executed Meta (Facebook & Instagram) ad campaigns
- Run Engagement Campaigns to increase leads and awareness and audience interaction
- Ran Engagement Campaigns to increase brand awareness and audience interaction
- Monitored ad performance and optimized for better reach and conversions
- I managed Meta ad campaigns for DC Academy with a total spend of ₹122,783.95, successfully generating 1,389 leads at an average cost of around ₹88 per lead.



META DASHBOARD

Updated just now Discard drafts Review and publish (3)

All ads Actions Active ads Had delivery + See more Create a view

Search to filter by: name, ID or metrics

Campaigns Ad sets Ads 1-200 of 205 Today and yesterday: Apr 22, 2026 - Apr 23, 2026

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown

Off / On	ad	Priority	Actions	Results	Cost per result	Budget Ad set	Amount spent
<input type="checkbox"/>		Active		7	₹73.49	₹600.00 Daily	₹331.58
<input type="checkbox"/>		Preparing		15	₹14.48	₹200.00 Daily	₹156.96
<input type="checkbox"/>		Active		19	₹7.53	₹200.00 Daily	₹142.98
<input type="checkbox"/>		Active	1 recommendation	1	₹55.86	₹500.00 Daily	₹55.86
<input type="checkbox"/>		Active		—	—	₹500.00 Daily	₹0.00
<input type="checkbox"/>		Active		—	—	₹500.00 Daily	₹107.68

Campaigns Ad sets Ads Apr 1

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown

Off / On	Campaign	Actions	Results	Cost per result	Budget	Amount spent
<input type="checkbox"/>		—	30	₹107.31	Using ad set bu...	
<input type="checkbox"/>		—	70	₹80.08	Using ad set bu...	
<input type="checkbox"/>		—	87	₹8.08	Using ad set bu...	
<input type="checkbox"/>		—	63	₹6.85	Using ad set bu...	
<input type="checkbox"/>		—	28	₹153.38	Using ad set bu...	
<input type="checkbox"/>		—	12	₹230.11	Using ad set bu...	
<input type="checkbox"/>		—	97	₹4.82	Using ad set bu...	

SEO PROJECT

FINLDGER ACADEMY

ON PAGE AND OFF PAGE OPTIMIZATION PUBLISHED BLOGS



Freelance Accounting Jobs: Best Opportunities for Accounting Diploma Students

Introduction The accounting profession is no longer confined to office cubicles and nine-to-five...

[Learn more](#)



Accounting Career Options After an Advance Diploma in Accounting & Taxation

Accounting Career Experts The accounting and taxation sector in India is evolving faster...

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Top Technical Accounting Skills That Can Boost Your Career




Technical accounting skills are now central to hiring decisions because employers want professionals...

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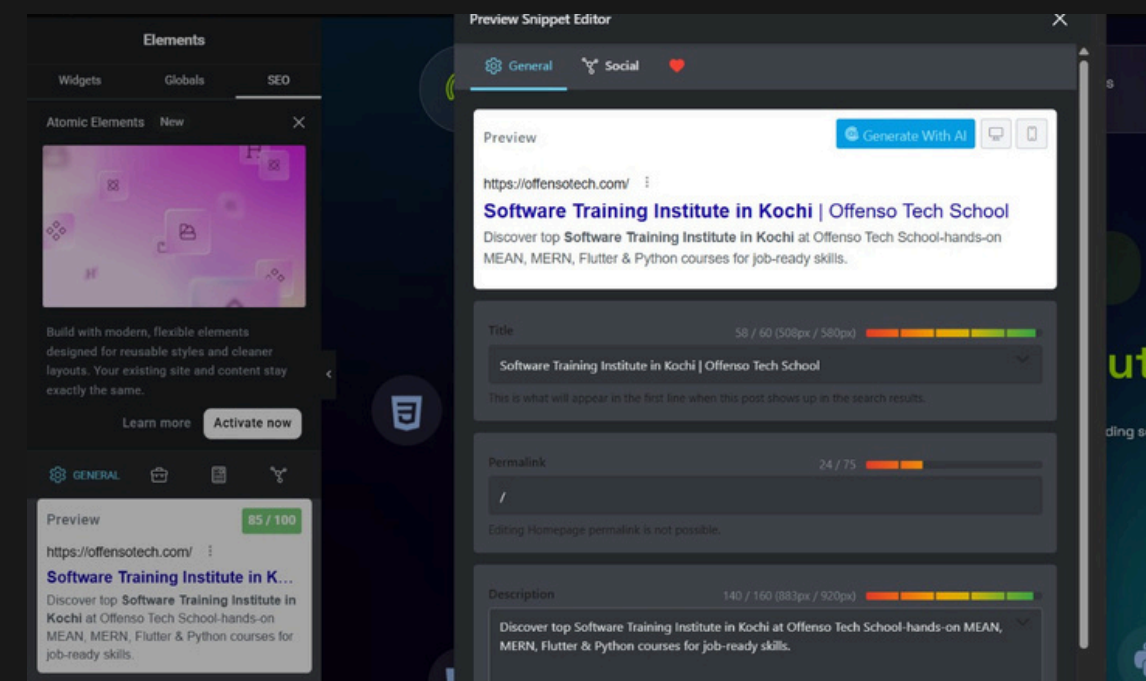
Title	Author	Categories	Tags	Date	SEO Details
Freelance Accounting Jobs: Best Opportunities for Accounting Diploma Students	FinLedger Academy	freelance accounting jobs	accounting freelancing, Basic Accounting Concepts, financial accounting, freelance accounting jobs, professional accounting, why freelancing	Published 2026/05/04 at 7:18 am	88 / 100 Keyword: freelance accounting jobs Schema: Article (BlogPosting) Links: 2 2 0
Accounting Career Options After an Advance Diploma in Accounting & Taxation	FinLedger Academy	Accounting concept	accounting futures, Basic Accounting Concepts, financial accounting, professional accounting, scope of accounting	Published 2026/04/24 at 7:04 am	82 / 100 Keyword: accounting career options Schema: Article (BlogPosting) Links: 2 2 0
Top Technical Accounting Skills That Can Boost Your Career	FinLedger Academy	Accounting skills	accounting career, financial accounting, GAAP knowledge, tax compliance, technical accounting skills	Published 2026/04/16 at 6:07 am	89 / 100 Keyword: Technical accounting skills Schema: Article (BlogPosting) Links: 1 2 3
Basic Accounting Concepts You Must Know for Your Career	FinLedger Academy	Accounting concept	Accounting Principles, Basic Accounting Concepts, Double-Entry System, Financial Statements, Trial Balance	Published 2026/04/08 at 6:16 am	87 / 100 Keyword: basic accounting concept Schema: Article (BlogPosting)

SEO PROJECT

OFFENSO HAKERS ACADEMY TVM ON PAGE AND OFF PAGE OPTIMIZATION PUBLISHED BLOGS

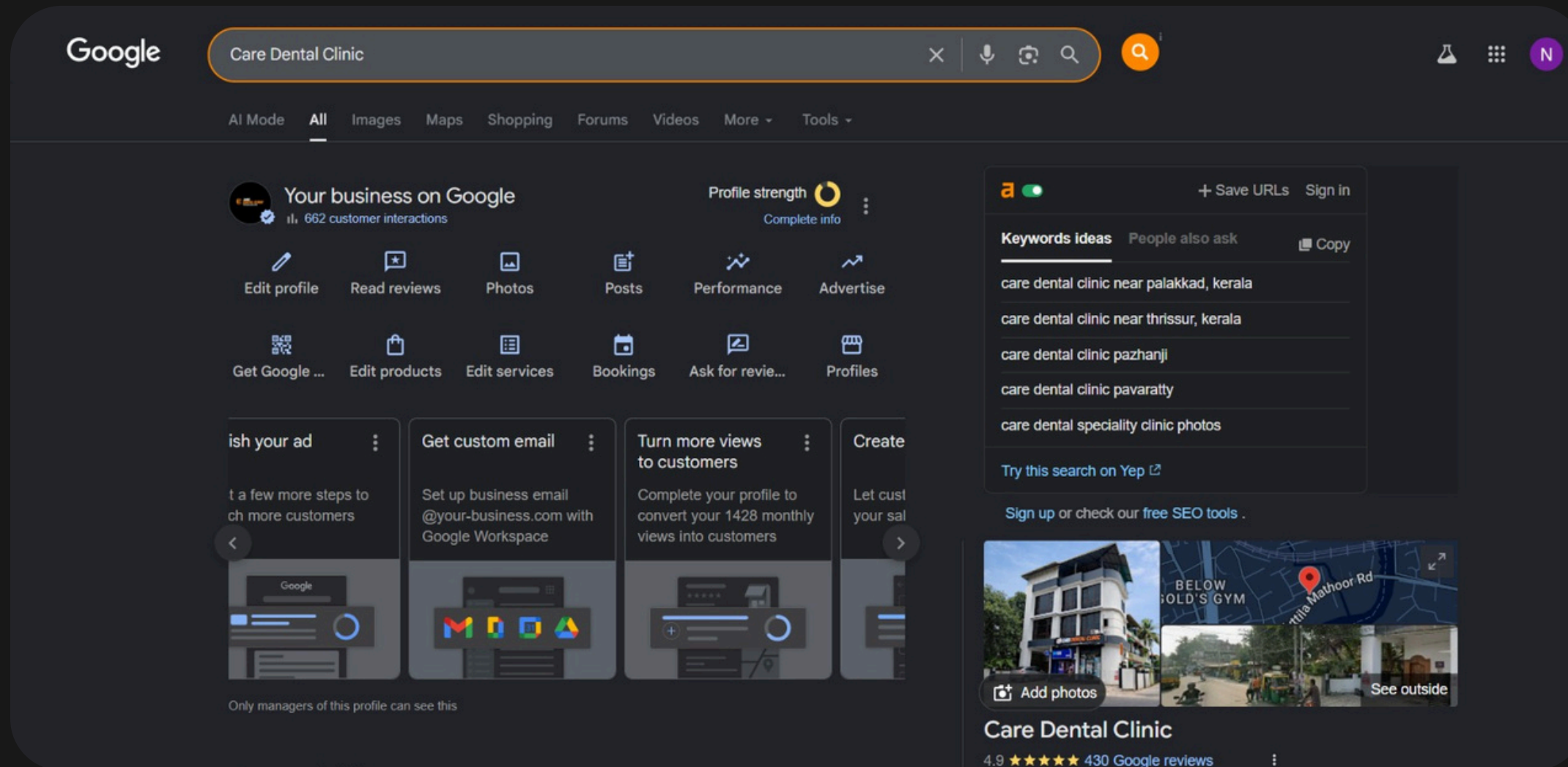
 <p>API Security Testing: A Complete Guide to Protecting Your Interfaces in 2026</p> <p>Introduction Modern applications depend heavily on APIs to communicate, share data, and power user experiences. As organizations build increasingly interconnected...</p> <p>Read More</p>	 <p>Why Are SQL Injection Attacks Still Affecting Millions of Websites Globally</p> <p>Introduction Web security threats evolve constantly, but some vulnerabilities refuse to disappear. SQL injection attacks have persisted as one of...</p> <p>Read More</p>	 <p>Insider Threats in Cyber Security: Risks, Prevention Strategies, and Solutions</p> <p>Insider threats in cyber security represent one of the most challenging risks organizations face today. These threats arise from individuals...</p> <p>Read More</p>
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<input type="checkbox"/>	API Security Testing: A Complete Guide to Protecting Your Interfaces in 2026	Farhan Bin Fazil	Cybersecurity	API Security, API Security Application Security Testing OWASP API Security Penetration Testing Web Application Security, Application Security Testing, OWASP API Security, Web Application Security	Published 2026/05/04 at 12:12 pm	92 / 100	Keyword: API Security Testing Links: 1 2 0
<input type="checkbox"/>	Why Are SQL Injection Attacks Still Affecting Millions of Websites Globally	Farhan Bin Fazil	Cybersecurity	cybersecurity, database security, sql injection, sql injection attacks, web security	Published 2026/04/21 at 11:33 am	89 / 100	Keyword: SQL Injection Attack Links: 1 2 0
<input type="checkbox"/>	Insider Threats in Cyber Security: Risks, Prevention Strategies, and Solutions	Farhan Bin Fazil	cybersecurity threat	cyber security, cybersecurity threats, Data breaches, Insider threats, Insider threats in cyber security	Published 2026/04/14 at 6:30 am	84 / 100	Keyword: insider threats in cyb security Links: 1 2 0
<input type="checkbox"/>	Session Hijacking vs Phishing: What's the Difference?	Farhan Bin Fazil	cybersecurity threat	cybersecurity, cybersecurity threats, Man-in-the-Middle, Phishing Attacks, Session Hijacking	Published 2026/04/06 at 11:53 am	83 / 100	Keyword: Session Hijacking vs Phishing Links: 1 2 0
<input type="checkbox"/>	Deepfake Scams Exposed: How Cybercriminals Are Manipulating Trust to Target Businesses	Farhan Bin Fazil	Cybersecurity Awareness	AI Fraud, Business Cyber Threats, cybersecurity, Cybersecurity Awareness, Deepfake Scams	Published 2026/03/25 at 11:16 am	88 / 100	Keyword: deepfake scams Links: 1 1 6



SEO PROJECT

Caredenthal Business Profile Managing
Daily updates, Reviews, Comments



RECOGNITION



BEST CONTENT CALENDAR AWARD DOTIN NEXUS SMM PROGRAM



LET'S CONNECT!



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THANK YOU

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