

NAJAD

CONTENT & SOCIAL MEDIA STRATEGIST

Kozhikode, Kerala | +91 9846051751 | najadmurichandi5@gmail.com | www.linkedin.com | najadmurichandi.in

Passionate media graduate with hands-on experience in digital marketing, content creation, and SEO. Eager to grow in a creative role where storytelling meets strategy.

EXPERIENCE

DIGITAL MARKETING INTERN

Educodeyaya | Wayanad, Kerala | 2025 April- Present.

<https://educodeyaya.com/>

- Assisted in developing content strategies aligned with client goals and brand identity.
- Created and scheduled social media content and visuals using Canva.
- Supported Meta (Facebook & Instagram) ad campaigns with targeting and performance tracking.
- Helped manage and optimize client social media pages based on analytics insights.
- Contributed to SEO planning and monitored content reach using Google and platform-specific analytics tools.

CONTENT WRITER INTERN

Adrex creatives| Kozhikode, Kerala | 2023 November- 2023 December

<https://adrex.in/>

- Wrote blog articles, social media captions, and website content tailored to brand voice and audience.
- Edited and proofread content to ensure clarity, consistency, and alignment with SEO best practices and brand guidelines.

EDUCATION

MA in Culture and Media Studies (2022-2024)

- Completed with 7.44 CGPA
- Central University of Rajasthan.

BA Journalism and Mass Communication.

- Completed with 6.86 CGPA
- University of Calicut, Kerala.

CERTIFICATIONS

- DM Pro Digital Marketing Professional
- HubSpot Academy (Content Marketing)
- Google Certification
- Amazon Certification
- Google Analytics
- SEMrush

SKILLS

- Search Engine Optimization
- Social Media Marketing
- WordPress design
- Meta ads
- Campaign Creation
- Google paid ads
- TikTok ads
- LinkedIn ads
- Content Writing & Editing

Languages

- English (Fluent)
- Hindi (Intermediate)
- Malayalam (Native)
- Tamil (Intermediate)

Projects

SEO Optimization Strategy TFLC (Legal Consultants)

- Conducted detailed on-page SEO audits (meta tags, headers, content structure) to enhance keyword relevance
- Executed off-page SEO tactics, including link building and digital PR, to improve domain authority
- Performed keyword research using SEO tools to target high-converting search terms
- Monitored results using Google Analytics & Search Console, resulting in improved search engine rankings and increased organic traffic
- Paid Ads Campaign Management

Total Ninja Interactive (TNI)

- Managed Google Ads and Meta Ads campaigns focused on lead generation and brand awareness
 - Applied manual CPC bidding and retargeting strategies to reduce costs and boost conversions
 - Conducted A/B testing for creatives and copy to optimize CTR
 - Used Google Analytics and Meta Business Suite to monitor performance and apply real-time optimizations
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