

AFSAL MP

Digital Marketing Specialist & Graphic Designer

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PROFESSIONAL SUMMARY

Creative and results-driven professional with hands-on experience spanning graphic design, SEO strategy, and digital marketing, seeking opportunities within the UAE. Skilled in brand identity design, social media content creation, on-page and technical SEO, and campaign execution, with proficiency across Adobe Creative Suite, SEMrush, Google Analytics, and Google Search Console. Proven ability to manage projects end-to-end — from creative concept to performance reporting — while maintaining brand consistency and meeting deadlines. Open to internships, freelance projects, and full-time positions in Graphic Design, Digital Marketing, or Social Media Management. Immediately available and willing to relocate.

EDUCATION

Bachelor of Business Administration (BBA) | 2025- Pursuing

Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

Core focus: Business Management, Finance, Marketing, and Organizational Leadership

Professional Diploma in Digital Marketing & Graphic Design | 2025

ICS India, Pattambi, Kerala

Key areas covered:

- Search Engine Optimization (SEO) – On-page, Off-page, and Technical SEO
- Social Media Marketing (SMM) & Paid Advertising – Google Ads, Meta Advertising, Audience Targeting
- Content Creation & Strategy – Copywriting, Blogging, Visual Content
- Website Design Fundamentals – UX Principles, WordPress, Mobile-First Design
- Graphic Design Fundamentals – Visual Composition, Typography, Color Theory, Brand Identity
- Adobe Creative Suite – Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Audition

Higher Secondary Education (Science) | 2022

Board of Higher Secondary Examinations (DHSE), Kerala

IES Thrithala, Kerala

Secondary School Leaving Certificate (SSLC) | 2020

Kerala Board of Public Examinations (KBPE)

HSS Peringode, Kerala

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist (Self-Managed Project)

afsal.co.in | Jan 2025 – Present

- Spearheaded the end-to-end design, development, and deployment of a fully responsive digital marketing portfolio website, applying modern web development standards and mobile-first design principles to achieve 100% cross-device compatibility.
- Formulated and executed a comprehensive on-page and technical SEO strategy — including meta tag optimization, Schema.org structured data implementation, and keyword mapping — resulting in improved SERP rankings for 5+ competitive keywords in the Palakkad regional market.
- Developed and managed an SEO content calendar, producing 15+ optimized blog articles on digital marketing topics, increasing organic search traffic by 35%+ within 3 months of publication.

- Optimized site performance through technical SEO best practices, including page speed enhancement, structured data markup, and mobile responsiveness — improving crawlability and reducing page load time by approximately 30%.
- Directed personal brand strategy end-to-end, including content calendar planning and multi-platform social media execution, growing audience engagement across 2+ platforms.
- Led keyword research and competitor benchmarking using SEMrush and Google Search Console, informing a data-driven content and SEO roadmap.

Freelance Graphic Designer (Self-Employed) | Jan 2025 – Present

- Spearheaded end-to-end creative design and production for multiple client brands, delivering 20+ promotional posters and social media creatives for Fitness Pro Gym while maintaining consistent brand identity across all campaign materials.
- Developed a complete branding and marketing collateral suite for Golden Sea Restaurant, including promotional posters and social media creatives, ensuring 100% alignment with brand guidelines and client vision.
- Directed the end-to-end creative design process — from client briefing and concept development to final delivery — consistently meeting project deadlines while upholding visual brand consistency across all engagements.
- Collaborated directly with clients to translate business requirements into effective visual design solutions, applying strong typography, color theory, and layout principles to enhance brand recognition.
- Produced print and digital design assets, including brochures, flyers, and social media graphics, using Adobe Illustrator, Photoshop, and InDesign to meet client-specific brand and marketing objectives.
- Managed multiple concurrent design projects independently, ensuring on-time delivery and high creative quality across all client engagements.

PROJECTS / PORTFOLIO HIGHLIGHTS

- Brand Identity Design — Logo and brand identity systems for startups and small businesses
- Social Media Design — Instagram posts, stories, banners, and ad creatives for client campaigns
- Print Design — Business cards, brochures, flyers, and magazine layouts
- Video & Motion Graphics — Promotional videos, title animations, and social media reels
- Personal Portfolio Website — SEO-optimized, mobile-first website built and ranked from scratch

CORE COMPETENCIES

Graphic Design

- Visual Design Principles – Color Theory, Typography & Composition
- Brand Identity & Logo Development
- Adobe Illustrator | Photoshop | InDesign
- Adobe Premiere Pro | After Effects | Audition
- Print & Editorial Design – Brochures, Flyers, Business Cards, Layouts
- Motion Graphics & Video Editing
- Creative Concept Development & Visual Storytelling

Digital Marketing

- Search Engine Optimization (SEO) – On-Page, Off-Page & Technical
- Social Media Marketing & Content Strategy
- Google Ads & Meta Advertising Campaign Management
- Keyword Research & Competitor Analysis (SEMrush)
- Web Analytics & Performance Tracking (Google Analytics, Search Console)
- Campaign Planning & Performance Reporting

LANGUAGES

Malayalam	Native/Mother Tongue	English	Professional Working Proficiency
Tamil	Conversational		