

# Digital Marketing Portfolio: Rizvana Sajan

Showcasing Strategy, Creativity & Real Results



# Meet Your Digital Marketing Partner

## Creative Marketing Specialist

Trained at Bluesteak Academy with expertise in SEO, performance marketing, and web strategy. I help brands grow online through thoughtful planning, creative execution, and data-driven decisions.

As an artist and clothing brand owner, I bring a unique creative-business lens to digital marketing. I understand branding, audience psychology, and visual storytelling at a deeper level.

## Quick Facts

- Digital marketing specialist
- Data-driven strategist
- Artist and Clothing Brand owner
- Based in Kerala, India

# Academic Foundation & Qualifications

AI Integrated Practical Digital Marketing

**Bluesteak Academy, 2025**

Comprehensive digital marketing training with AI integration and practical application focus

Higher Secondary Education

**St. Anns Girls Higher Secondary School, Changancherry**

Kerala state curriculum with strong academic performance

1

2

3

4

B.Tech in Electronics & Communication

**St Thomas Engineering College, Chengannur**

Technical foundation in engineering principles and systematic problem-solving (Course Completed)

Secondary Education

**St. Joseph Girls Higher Secondary School, Changancherry**

Foundational education with emphasis on comprehensive learning

- Professional Experience:** 10 Years as Freelance Artist and Art Educator in Bahrain, developing creative expertise and client management skills

# Professional Certifications



## AI Integrated Practical Digital Marketing

**Blucampus, 2025-2026**

Equipped with practical certifications in AI-driven marketing strategies. Master content creation, performance advertising, and analytics.

Build data-backed digital campaigns that deliver measurable results. Leverage cutting-edge tools and techniques for modern marketing success.

**AI Strategy**

**Performance Ads**

**Analytics**

**AI Content Creation**

# What I Bring to the Table

A comprehensive skill set combining strategic thinking, creative execution, and technical expertise to drive digital marketing success.



## Digital Strategy

Marketing planning, campaign development, and precise audience targeting



## Paid Advertising

Google Ads, Meta Ads, and performance optimization expertise



## SEO & Content

Search optimization, content writing, and web strategy development



## E-commerce

Shopify, Amazon, web development, and analytics tracking



## Creative Design

Canva proficiency, visual branding, and artistic direction



## Social Media

Community management, organic growth, and brand storytelling

# Portfolio Projects

Explore a selection of our most impactful digital marketing campaigns, showcasing strategic thinking, creative execution, and measurable results across diverse industries. See how we turn visions into success stories.

# Market Research: XYLOID

## Contemporary Fashion with Natural Essence

Xyloid is a modern fashion label focusing on minimal design and natural textures. The brand embodies calm, modern living through simplicity, comfort, and quiet confidence.

Clean silhouettes, breathable fabrics, and refined essentials blend minimalism with organic inspiration.

"We don't follow trends. We redefine timeless fashion for a conscious generation."

Positioning: Accessible premium quality for conscious consumers seeking effortless We don9t follow trends. We redefine timeless fashion for a conscious generation.



# XYLOID Brand Identity

## Target Audience

Style-conscious individuals seeking quality, comfort, and understated elegance in everyday wear.

**Age:** 18-45 years

**Gender:** Women

**Location:** Metro & Tier 1 cities

### Brand Positioning

Accessible premium quality for conscious consumers seeking effortless elegance

### Design Philosophy

Pieces that feel both modern and timeless with natural textures

### Core Values

Simplicity, authenticity, confidence in fashion that speaks softly

### Psychographics

- Values sustainability and ethical fashion
- Loves aesthetic Instagram feeds
- Into minimal luxury experiences
- Prefers quality over quantity
- Follows indie brands actively

# Consumer Behavioral Insights

Understanding customer behavior patterns to optimize user experience and drive conversions through strategic touchpoints.

## Seamless Checkout

Ensuring a smooth and efficient final purchase step. Optimized flow reduces cart abandonment and increases completion rates.

## Night-time Browsers

Targeting users who are active during late hours. Strategic timing captures engaged audiences when competition is lower.

## Limited Capsule Drops

Offering exclusive, time-sensitive product releases. Creates urgency and desire through scarcity marketing principles.

## Soft-Launch Messaging

Communicating the initial release to a select audience. Builds anticipation and creates exclusivity for early adopters.

# XYLOID: Business Objectives

A comprehensive strategic framework designed to establish market presence and drive sustainable growth.

## Brand Awareness

Establish Xyloid as a recognized name in minimal contemporary fashion. Build strategic digital presence across key platforms.

## Customer Acquisition

Drive qualified traffic and convert browsers into loyal customers. Deploy targeted campaigns with optimized conversion funnels.

## Market Positioning

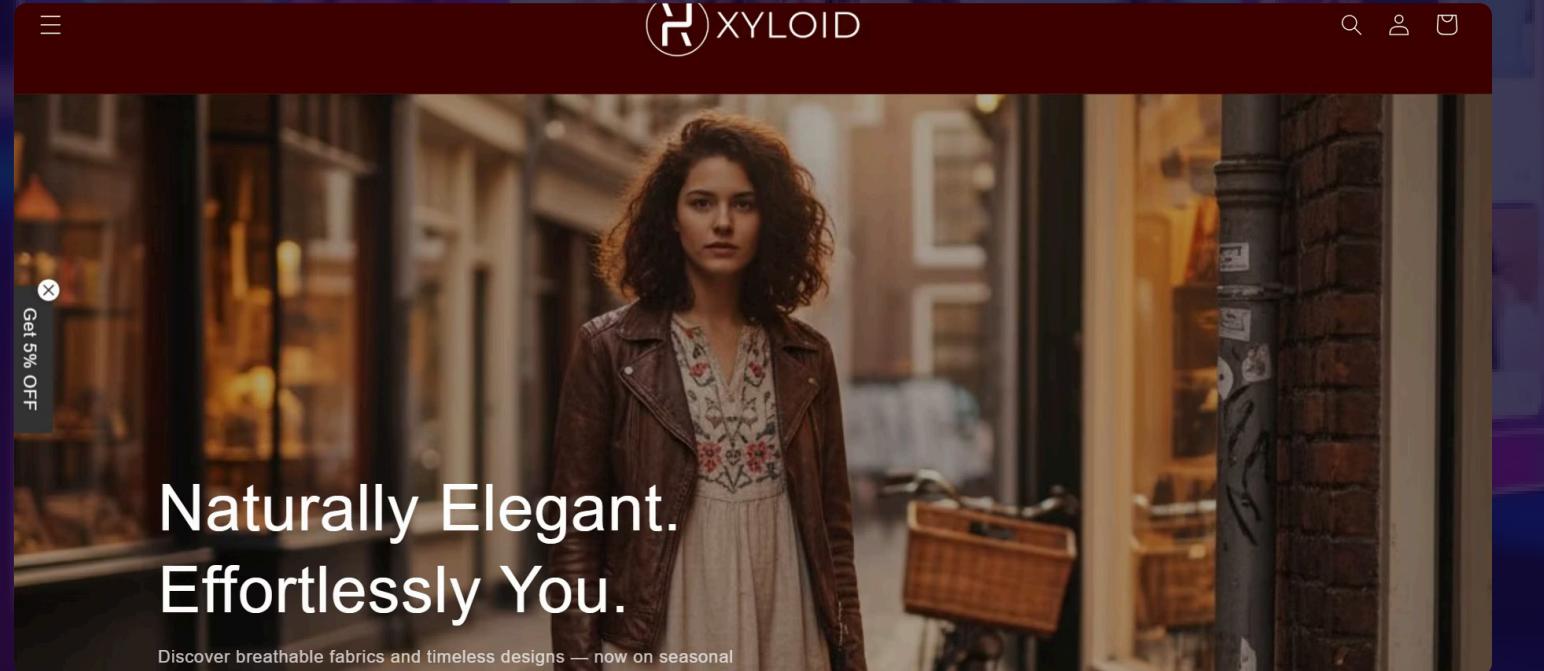
Position as accessible premium brand balancing quality, aesthetics, and value. Differentiate in competitive landscape.

## Community Building

Create engaged audience through authentic storytelling. Maintain consistent brand voice that resonates with target demographics.

# Shopify Store Development : XYLOID

Xyloid complete online store at [www.xyloidstore.com](http://www.xyloidstore.com) using Shopify. The platform showcases limited-edition graphic tees with seamless checkout.



## Key Features

- Mobile-optimized pages
- Limited drop countdown timers
- Instagram shopping integration
- COD and UPI payment options
- Review system with [Judge.me](#)

Products

30 days Average sell-through rate 0% --

Products by days of inventory remaining No data

ABC product analysis 0 C

All Active Draft Archived +

Product	Status	Inventory	Category	Channels
The Linen Bloom Midi Dress	Active	0 in stock for 2 variants	Dresses	4
Floral Meadow Lace Dress	Active	0 in stock for 5 variants	Dresses	4
Vintage Blossom Street Dress	Active	-1 in stock for 5 variants	Dresses	4
Autumn Strut Vintage Dress	Active	0 in stock for 5 variants	Dresses	4
Linen Bloom Midi Dress	Active	0 in stock	Dresses	4
Boho Summer Cafe Scene	Active	0 in stock	Blouses	4
Gypsy Garden Oversized Embroidered Top	Active	0 in stock for 5 variants	Blouses	4
Heritage Noir Floral Maxi	Active	0 in stock for 3 variants	Dresses	1

Apps x Search

Installed apps (7)

- Reelfly Videos
- Essential Preorder
- Shiprocket: eCommerce Shipping
- SendWILL Email Popups
- Judge.me Reviews
- Microsoft Clarity
- Messaging

Sales channels

Installed

- Online Store
- Google & YouTube
- Facebook & Instagram
- Point of Sale

1124

Total Sessions

Organic traffic over campaign period

12

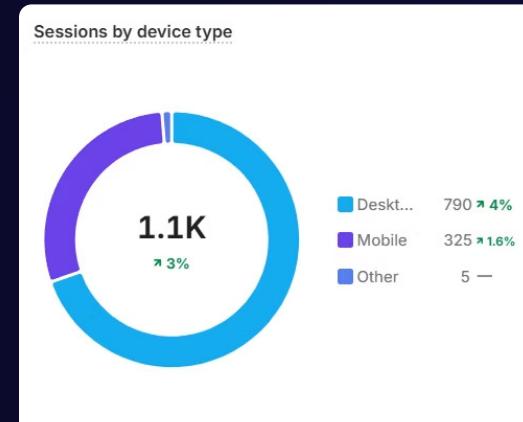
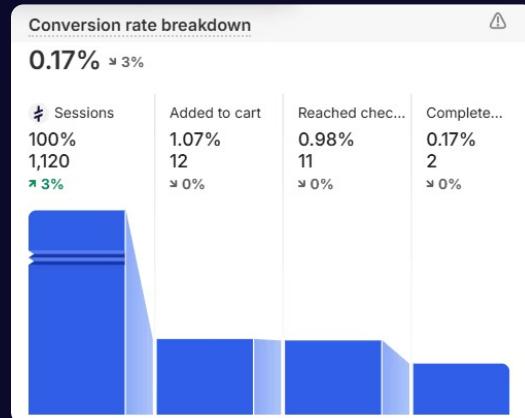
Cart Adds

Products added by interested shoppers

11

Checkouts

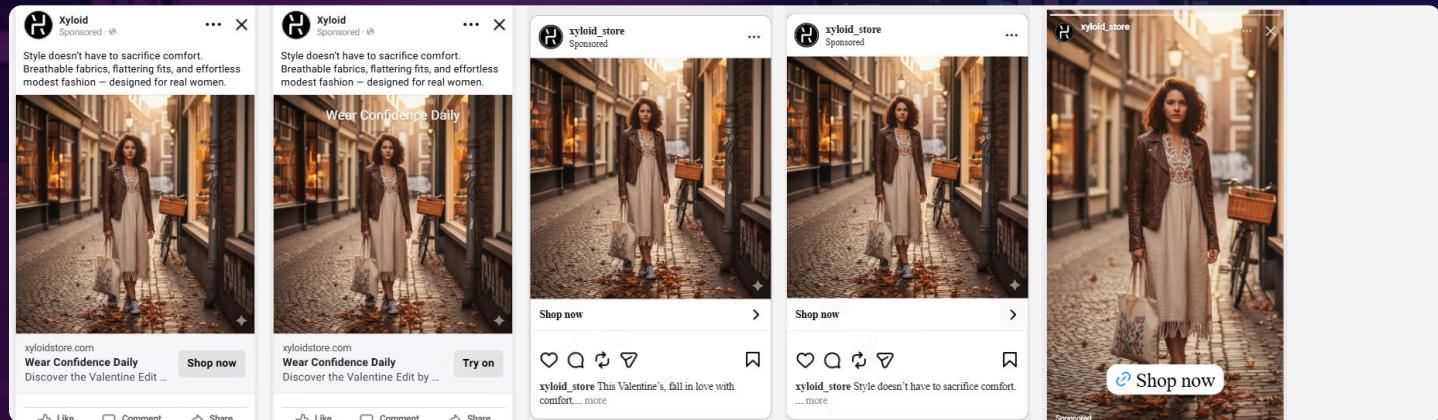
Users who reached final purchase step



# Meta Ads Campaign Success : XYLOID

Executed a precision-targeted Meta sales campaign for XYLOID. The strategy focused on Style-conscious individuals seeking quality, comfort, and understated elegance in everyday wear.. Used bold BOHO-inspired creatives highlighting dress. Total ad spend: 102.9 with exceptional efficiency.

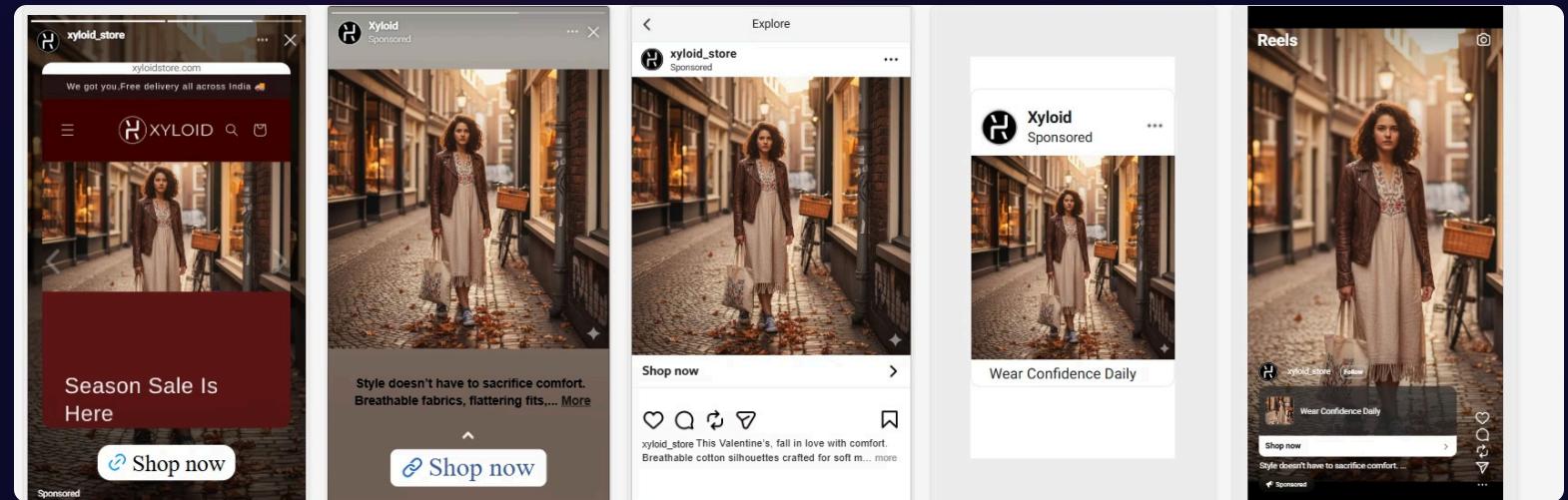
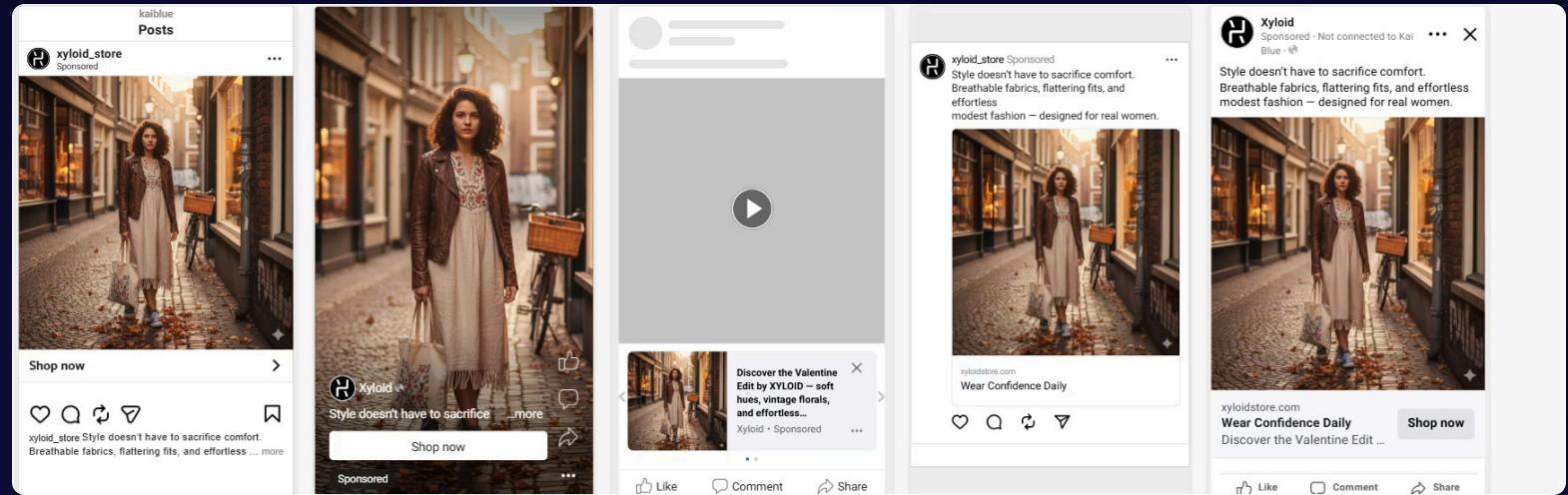
Off... ↑	Ad set ↑	Cost per result	Budget ↑↓	Amount spent	Impressions ↑↓	Reach ↑↓	Schedule ↑↓
<input checked="" type="checkbox"/>	New Sales ad set xly feb 13	—	₹200.00 Daily	₹102.99	1,245	817	13 Feb 2026-14 Feb 2026 1 day
<input checked="" type="checkbox"/>	Results from 1 ad set ❶	—	Per add to cart	₹102.99 Total Spent	1,245 Total	817 Accounts Centre acco...	



## Strategy Elements

- Custom audience
- segmentation
- Dynamic creative testing
- Retargeting warm audiences
- Conversion-optimized placements

# Creative Used In Meta Ads



PROJECT #4

# Google Ads Performance

Launched a strategic Google Ads search campaign capturing high-intent traffic. Every click represented someone actively searching for Modest ware.



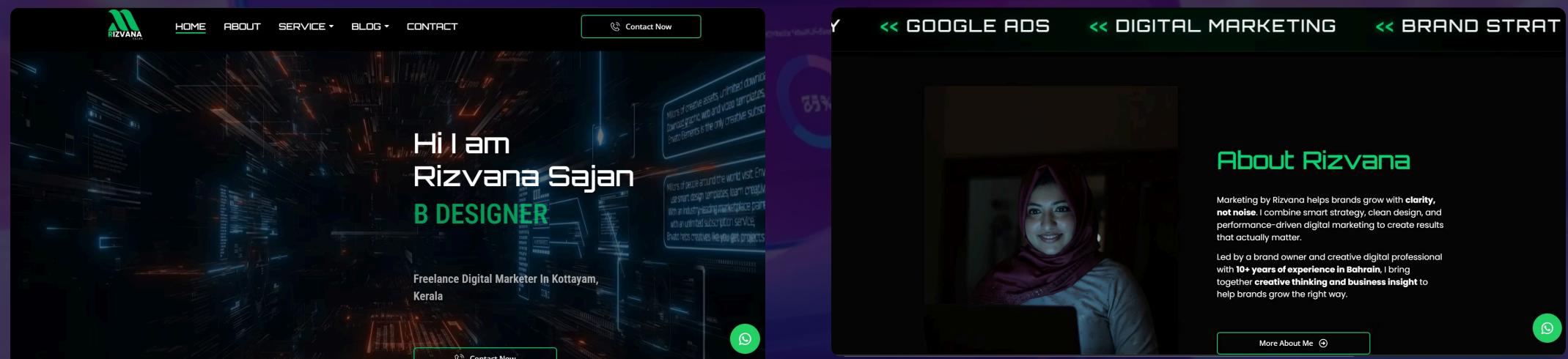
Executed a Google Ads sales campaign achieving 247 link clicks at an ultra-efficient ₹0.40 CPC with total spend of ₹98.75.

3.04k Impressions targeting Style-conscious individuals seeking quality, comfort, and understated elegance in everyday wear.

Used sharp, BOHO inspired creatives to boost brand visibility and drive high-intent traffic.

# Wordpress: Marketing By Rizvana

Marketing by rizvana is a Personal branding website at <https://marketingbyrizvana.in/> using wordpress. The platform showcases my expertise as a **Digital Marketing Strategist and Web Developer in kottayam**. The website is a **WordPress-built digital marketing portfolio** showcasing services like SEO, web design, and performance marketing. It likely uses a **custom or premium theme** tailored for a dark-accent visual style with responsive layouts. Standard **WordPress plugins** power key features such as **contact forms for enquiries, blog functionality, and SEO optimization**. The site's structure focuses on UX, fast navigation, and conversion-oriented design, integrating contact sections and service pages seamlessly.



The image shows a screenshot of a WordPress website. The top navigation bar includes links for HOME, ABOUT, SERVICE, BLOG, and CONTACT. The main content area features a dark, futuristic background with a grid of glowing screens. On the left, a bio for 'Rizvana Sajan' is displayed, identifying her as a 'Freelance Digital Marketer in Kottayam, Kerala'. On the right, a sidebar lists services: GOOGLE ADS, DIGITAL MARKETING, and BRAND STRAT. Below this, an 'About Rizvana' section features a portrait of a woman and text about her experience and approach to digital marketing.

**Hi I am  
Rizvana Sajan  
B DESIGNER**

Freelance Digital Marketer in Kottayam, Kerala

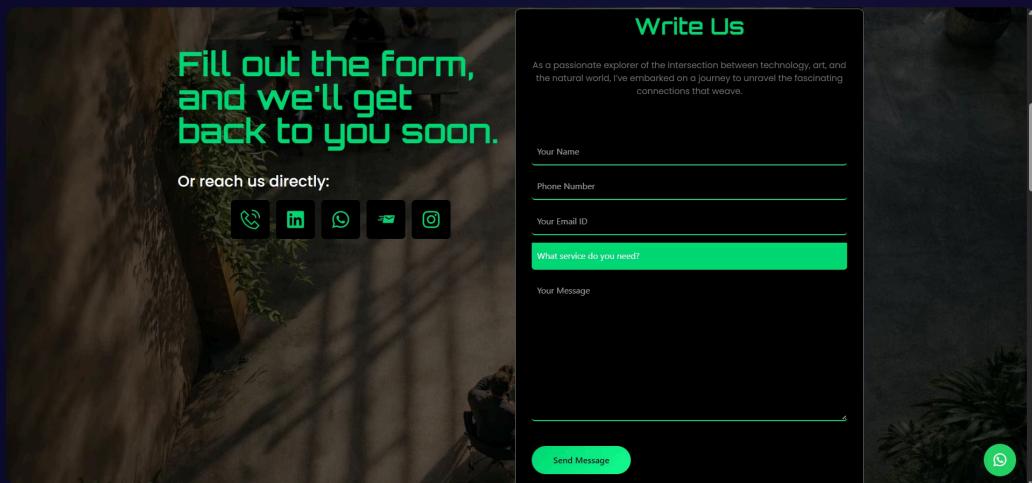
**GOOGLE ADS** **DIGITAL MARKETING** **BRAND STRAT**

**About Rizvana**

Marketing by Rizvana helps brands grow with **clarity, not noise**. I combine smart strategy, clean design, and performance-driven digital marketing to create results that actually matter.

Led by a brand owner and creative digital professional with **10+ years of experience in Bahrain**, I bring together **creative thinking and business insight** to help brands grow the right way.

# contact page



**Fill out the form, and we'll get back to you soon.**

Or reach us directly:

[Call](tel:1234567890) [Email](mailto:info@example.com) [LinkedIn](https://www.linkedin.com/company/example/) [WhatsApp](https://www.whatsapp.com/) [Instagram](https://www.instagram.com/example/)

**Write Us**

As a passionate explorer of the intersection between technology, art, and the natural world, I've embarked on a journey to unravel the fascinating connections that weave.

Your Name

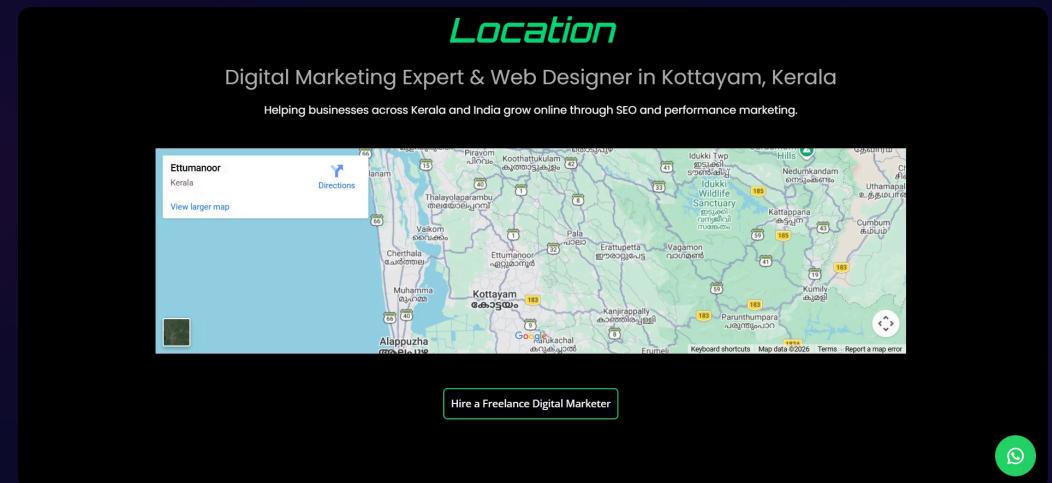
Phone Number

Your Email ID

What service do you need?

Your Message

**Send Message** 

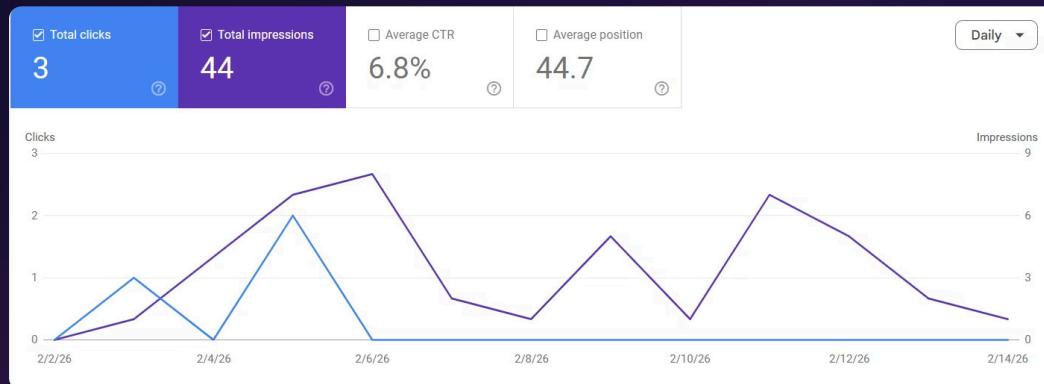


PROJECT #6

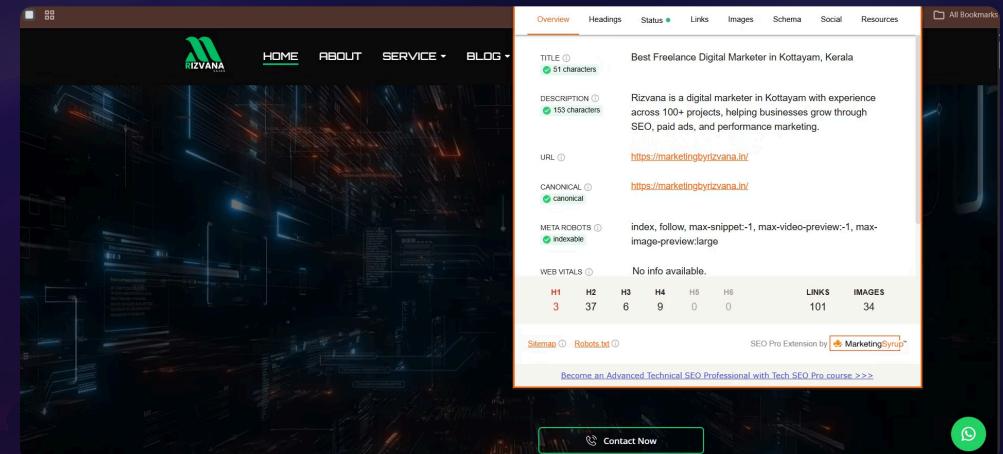
# SEO

Analyzed Google Search Console performance data showing **3 clicks from 29 impressions**, achieving a **10.3% average CTR**, which indicates strong keyword relevance

## Google Search Console



## SEO pro extension

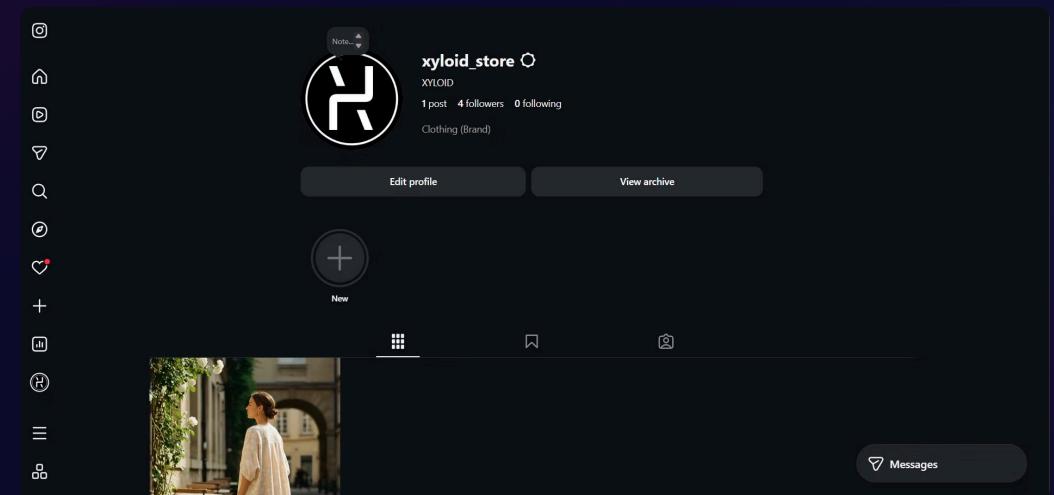


# Social Media Profile

- Integrated **Instagram & Facebook** with website for seamless traffic flow
- Connected **Meta Business Suite** for centralized message management
- Set up **auto-reply messages** for instant DM responses
- Enabled **lead capture through Messenger & Instagram DMs**



Facebook: <https://www.facebook.com/Xyloidstore>



Instagram: [https://www.instagram.com/xyloid\\_store/](https://www.instagram.com/xyloid_store/)

# Social Media Influencer



**mamtamohan**  ...  
Mama Mohandas  
1,191 posts 2M followers 326 following  
Artist  
IN AE US   
④ Mamta Mohandas and 1 more

Follow Message 



**riyashibu\_**  ...  
Riya Shibu  
327 posts 1.7M followers 2,693 following  
Actor  
④ riyashibu\_

Follow Message 



**harsha\_pathu\_**  ...  
Harsha Pathu  
456 posts 465K followers 1,421 following  
fine arts graduate  
Illustrator / Makeup artist / Henna artist  
Founder @makeover\_by\_harshapathu  
More on @local\_pathu ... more  
④ Harsha Pathu and 1 more

Follow Message 

For our brand's Instagram growth strategy, I selected four influencers who closely match our brand identity and aesthetic. Their audience, content style, and engagement align with our target market, ensuring authentic collaborations that boost visibility, build trust, and drive brand awareness and conversions.

# Design Creatives



# Blufunnel

**BluFunnel** is an AI-powered marketing automation and funnel-building tool.

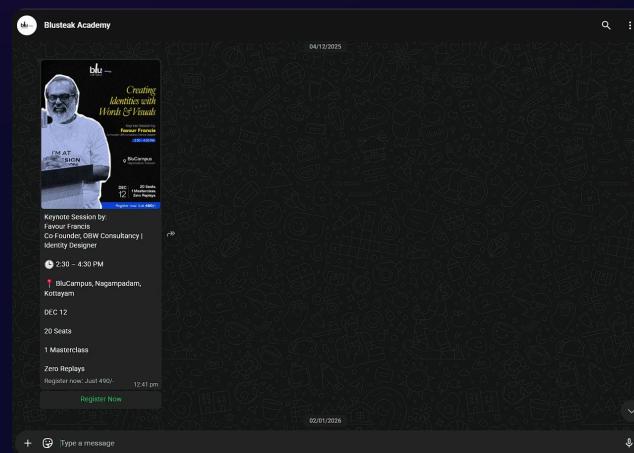
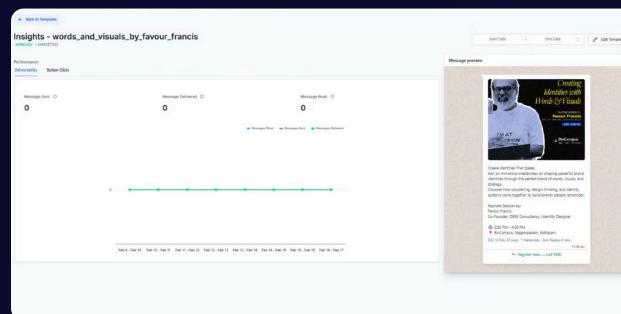
BluFunnel helps:

- email marketing
- automate lead generation,
- sales funnels in one platform.

It saves:

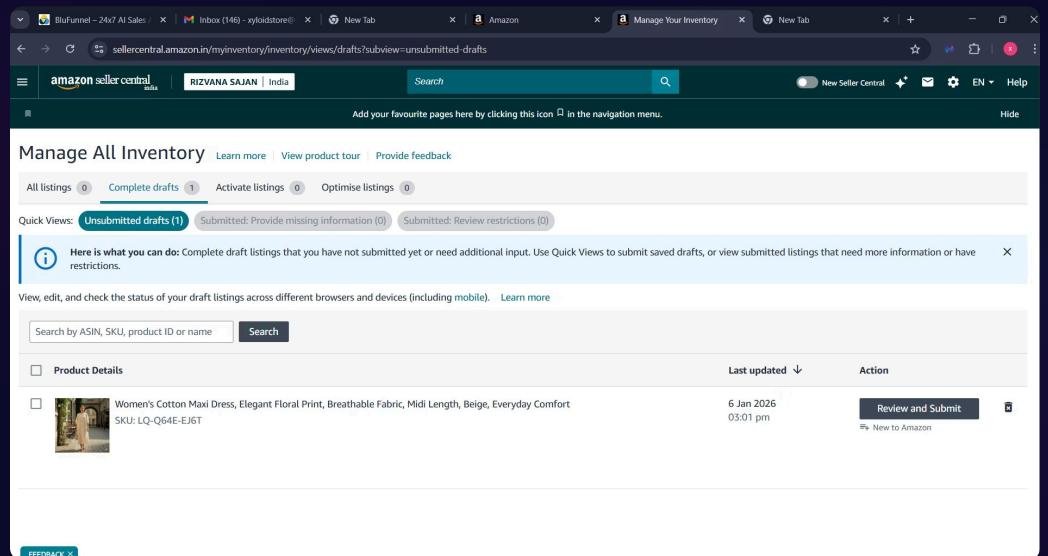
- time
- improves conversion rates
- allows smarter campaign tracking with data-driven insights.

Perfect for scaling digital marketing efficiently. Perfect for scaling digital marketing efficiently.



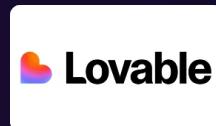
# Amazon

I have successfully listed my product on Amazon Seller Central with an optimized title, keyword-rich bullet points, backend search terms, and high-quality images. Pricing is set competitively. Manage inventory updates, and ensure compliance with Amazon policies to maintain account health and growth.



The screenshot shows the 'Manage All Inventory' page in the Amazon Seller Central interface. The top navigation bar includes tabs for 'All listings' (0), 'Complete drafts' (1), 'Activate listings' (0), and 'Optimise listings' (0). A 'Quick Views' section highlights 'Unsubmitted drafts (1)'. A note in a box says: 'Here is what you can do: Complete draft listings that you have not submitted yet or need additional input. Use Quick Views to submit saved drafts, or view submitted listings that need more information or have restrictions.' Below this, a table lists a single draft product: 'Women's Cotton Maxi Dress, Elegant Floral Print, Breathable Fabric, Midi Length, Beige, Everyday Comfort'. The product image shows a woman in a floral dress. The table includes columns for 'Last updated' (6 Jan 2026, 03:01 pm) and 'Action' (Review and Submit, New to Amazon).

# Tools I Use



Most of the tools I use are AI-based, which gives me a strong competitive advantage. AI tools help automate repetitive tasks, improve accuracy, and save time in content creation, ad optimization, design, and analytics. They enhance creativity, provide data-driven insights, and increase productivity, allowing faster execution and better campaign performance. Overall, AI enables smarter decision-making and scalable digital marketing results.

# THANK YOU



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