

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, Changanacherry

Kerala state curriculum with strong academic performance

1

2

B.Tech in Electronics & Communication

St Thomas Engineering College, Chengannur

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

3

4

Secondary Education

St. Joseph Girls Higher Secondary School, Changanacherry

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

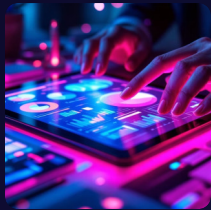
Performance Ads

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



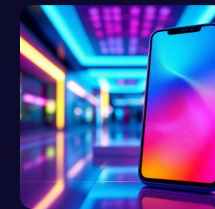
E-commerce

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.

PROJECT #1

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



Made with GAMMA

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.

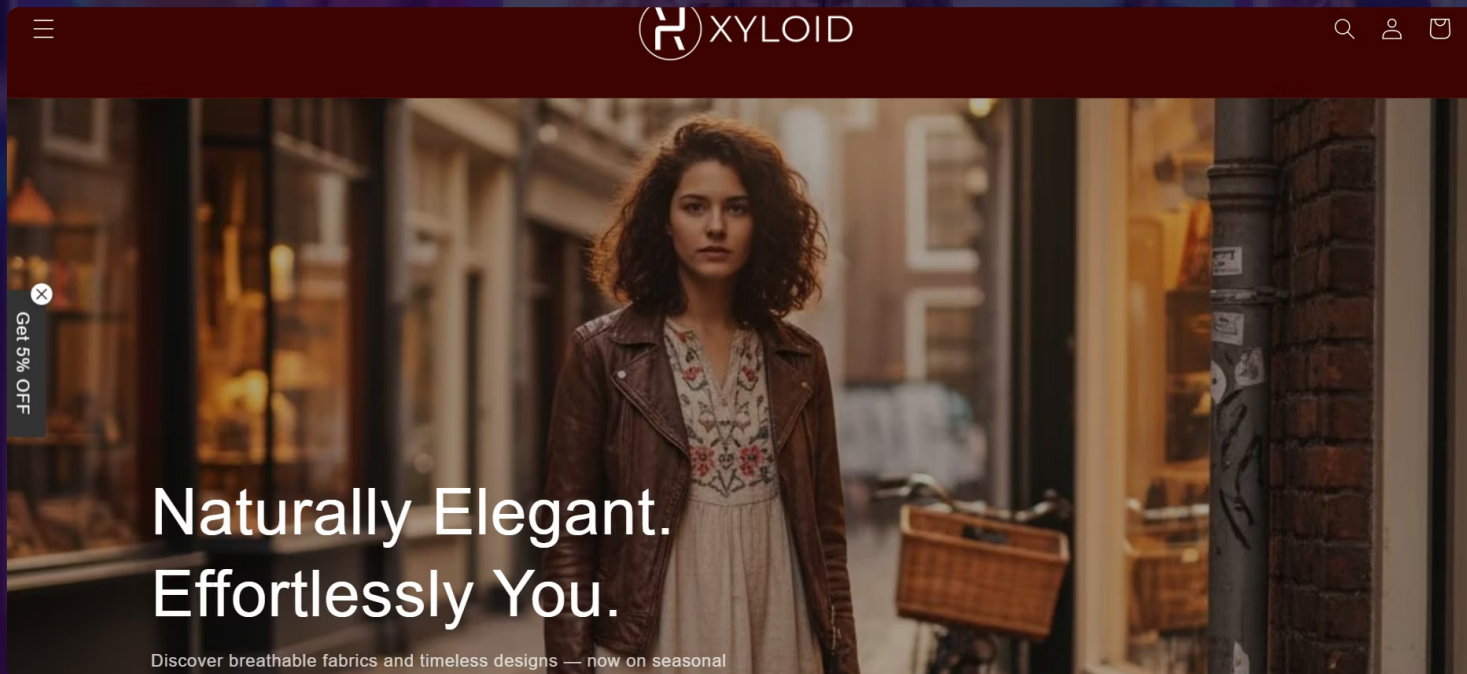
Community Building

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

PROJECT #2

Shopify Store Development : XYLOID

Xyloid complete online store at 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

Export

Import

More actions +

Add products

30 days

Average sell-through rate

0% --

Products by days of inventory remaining

No data

ABC product analysis

0.0

All

Active

Draft

Archived

+

Q

W

U

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 Stroll Vintage Dress"	Active	0 in stock for 5 variants	Dresses	4
 Linen Bloom Midi Dress	Active	0 in stock	Dresses	4
 Buho 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	Search
Installed apps (7)	
Reelfy 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

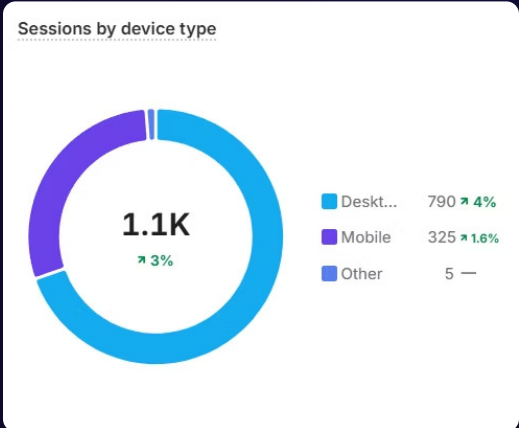
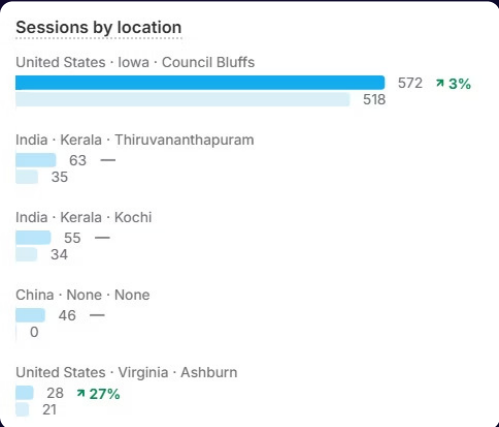
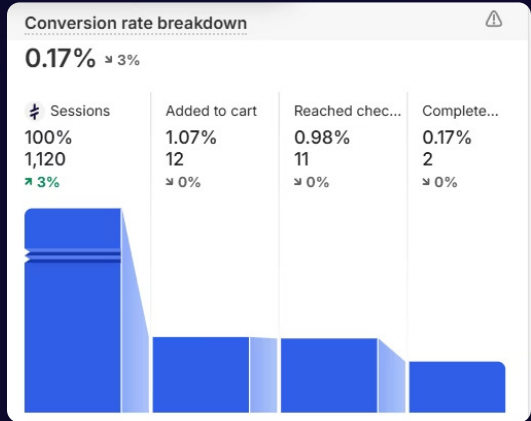
Cart Adds

Products added by interested shoppers

11

Checkouts

Users who reached final purchase step



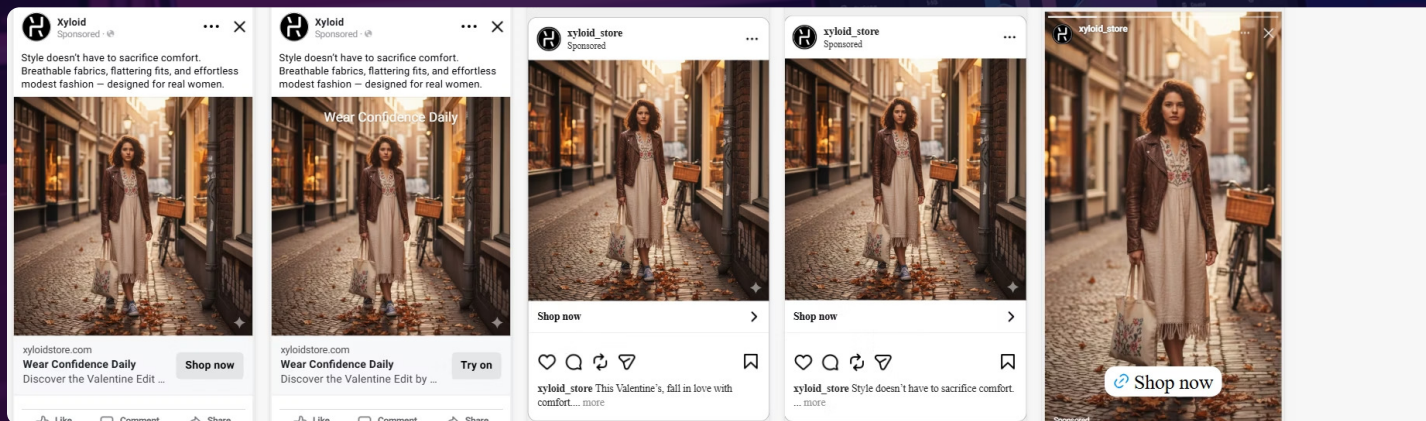
Meta Ads Campaign Success : XYLOID

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.

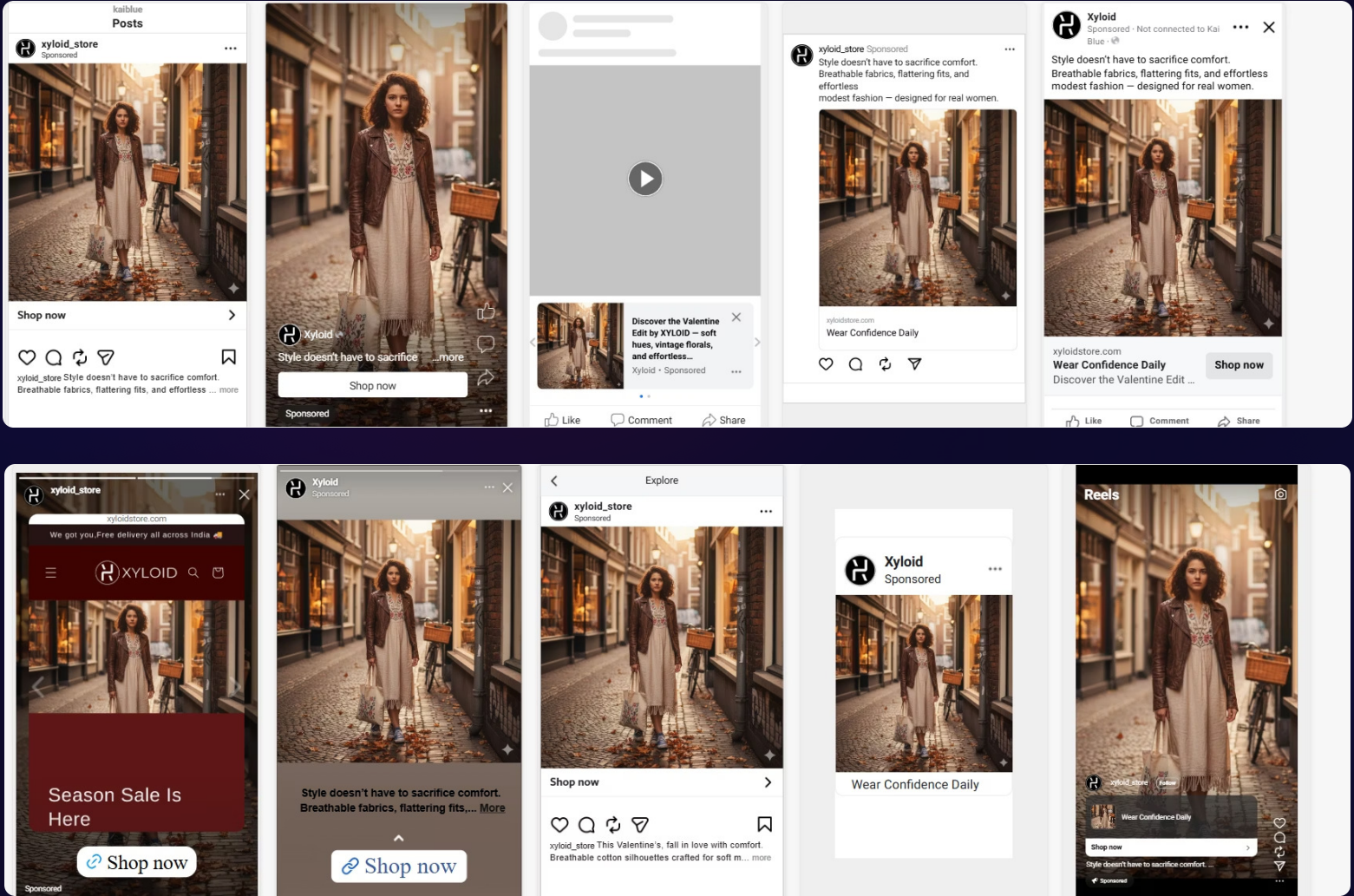
☒	Off... ☐	Ad set ☐	Cost per result ☐	Budget ☐	Amount spent ☐	Impressions ☐	Reach ☐	Schedule ☐
☒	☒	New Sales ad set xly feb 13	— Per add to cart	₹200.00 Daily	₹102.99	1,245	817	13 Feb 2026–14 Feb 2026 1 day
Results from 1 ad set			— Per add to cart		₹102.99 Total Spent	1,245 Total	817 Accounts Centre acco...	

Strategy Elements

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



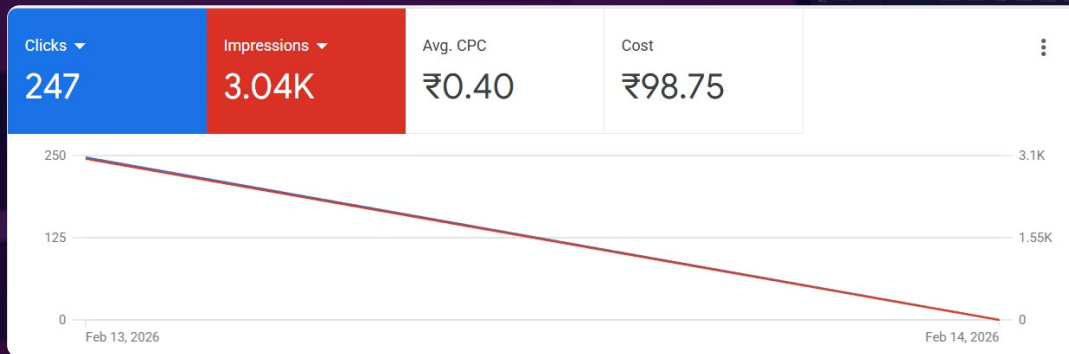
Creative Used In Meta Ads



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.



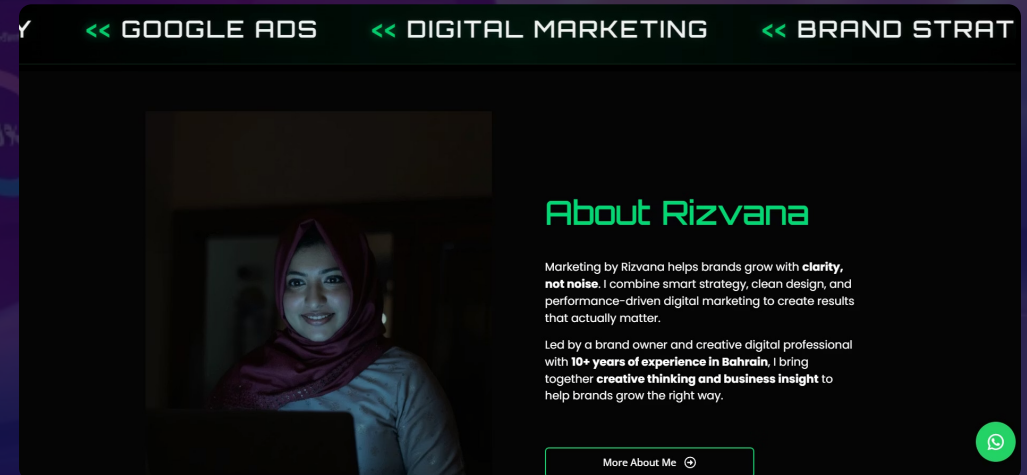
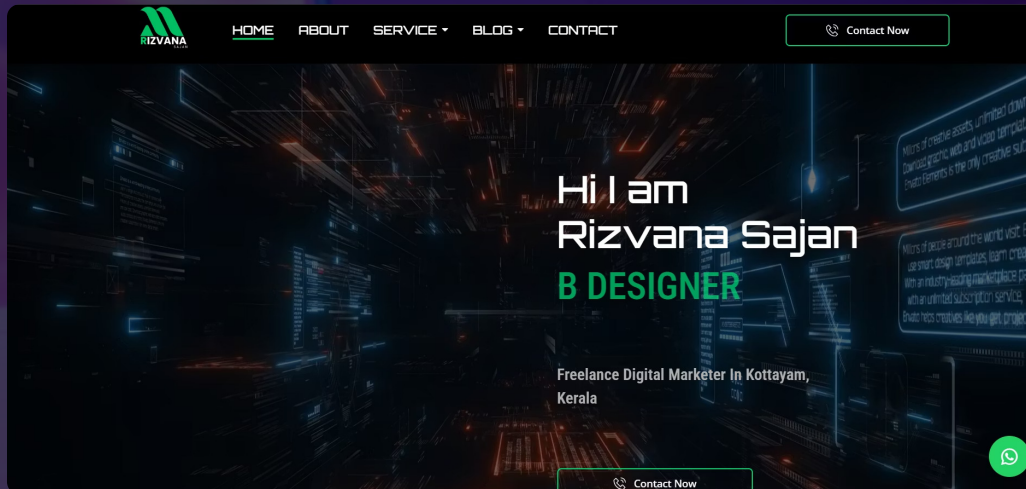
Executed a Google Ads sales campaign achieving 247 link clicks at an ultra-efficient ₹0.40 CPC with total spend of ₹98.75.

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.



contact page

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

Or reach us directly:



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

Location

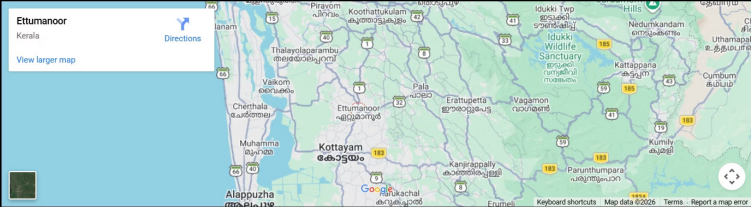
Digital Marketing Expert & Web Designer in Kottayam, Kerala

Helping businesses across Kerala and India grow online through SEO and performance marketing.

Ettumanoor

Kerala

View larger map



Hire a Freelance Digital Marketer

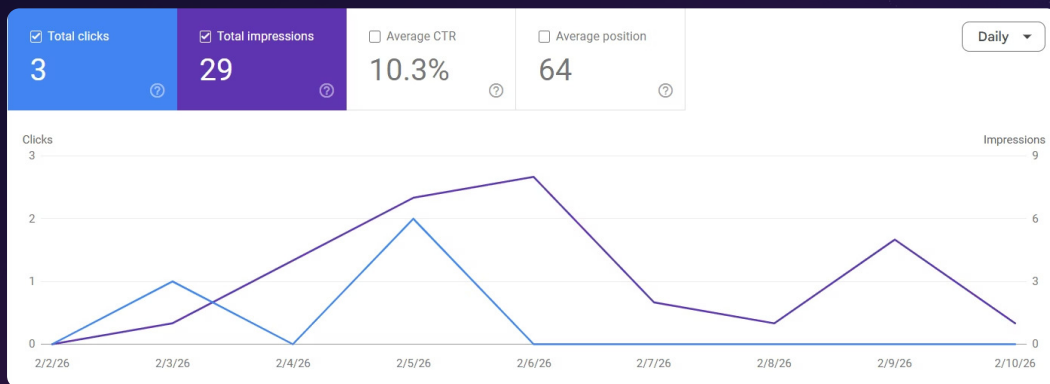


PROJECT #6

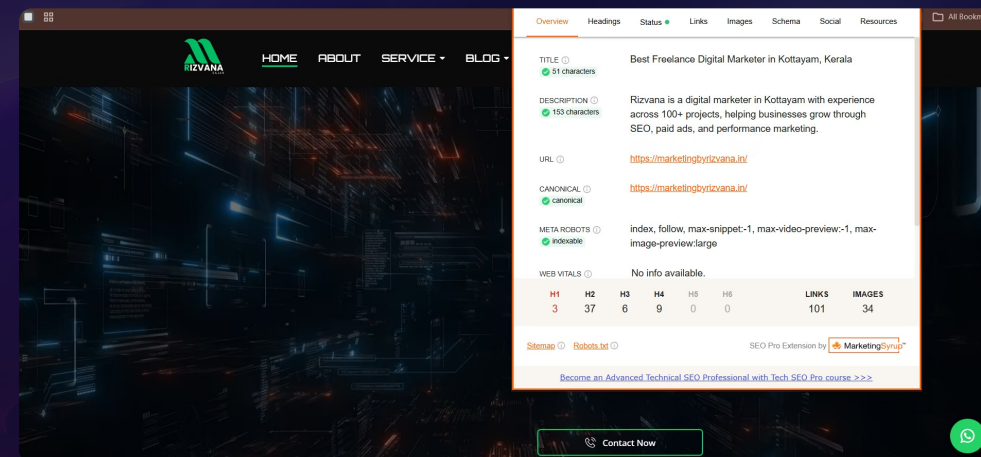
SEO

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

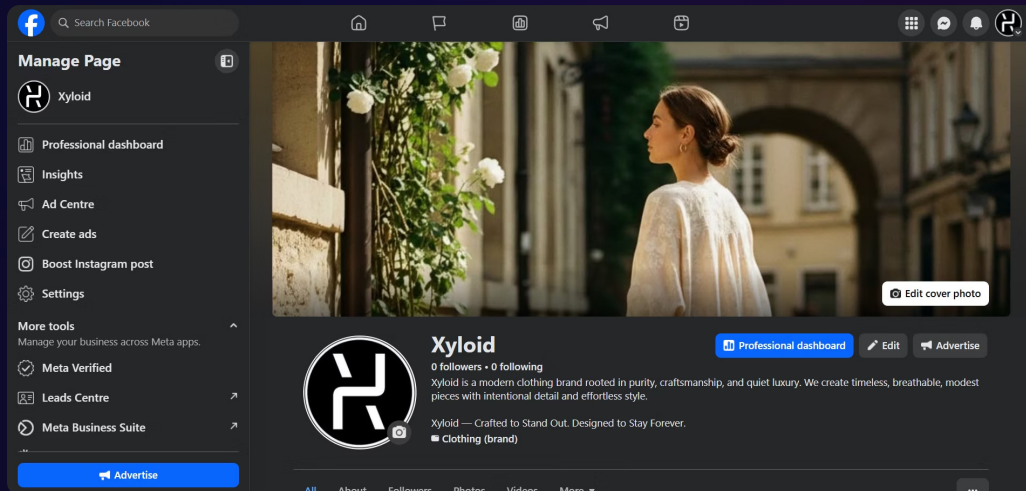


SEO pro extension

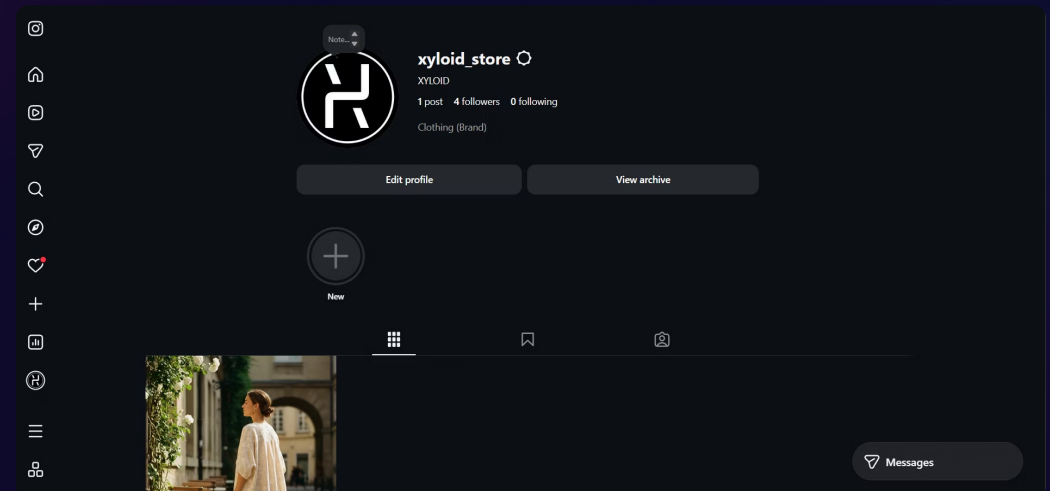


Social Media Profile

- 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**



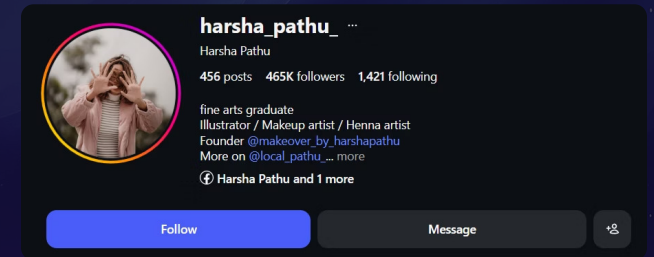
Facebook : <https://www.facebook.com/Xyloidstore>



Instagram: https://www.instagram.com/xyloid_store/

PROJECT #8

Social Media Influencer



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.

PROJECT #9

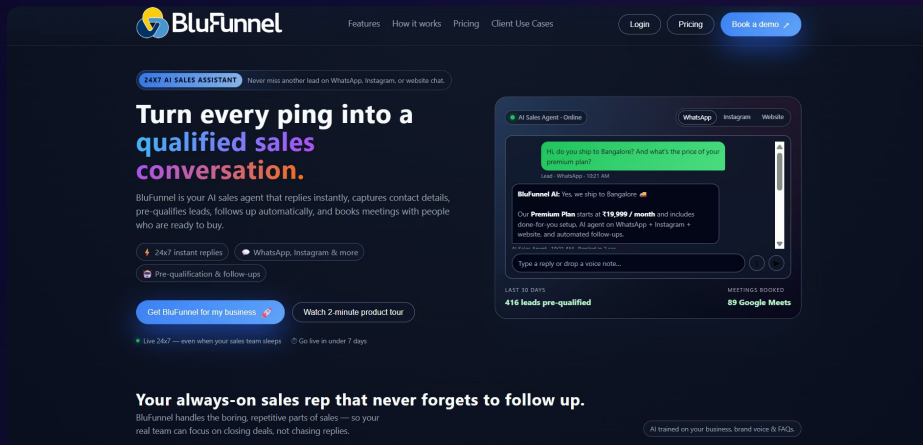
Design Creatives



PROJECT #10

Blufunnel

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



BluFunnel helps:

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

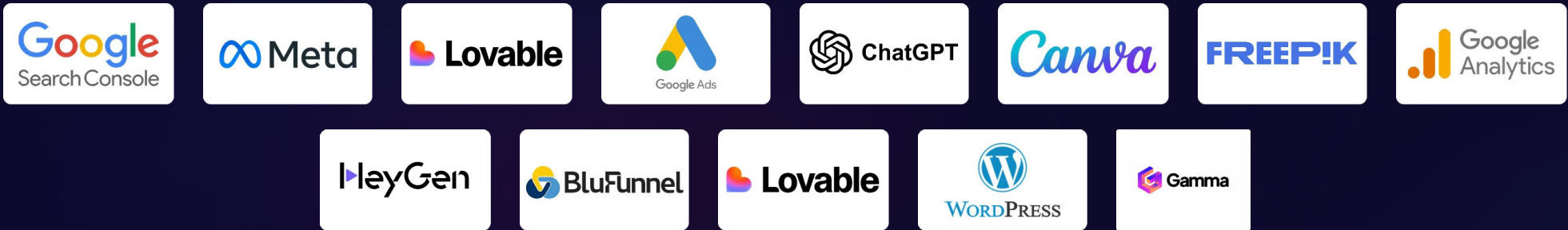
It saves:

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

Perfect for scaling digital marketing efficiently.

PROJECT #11

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



rizvanasaj@gmail.com



+91 9526614106



Rizvana Sajan