

# **My Journey in Digital Marketing & Digital Skills**

I began my professional growth in 2018 as a freelancer, which marked the **start of my hands-on learning in digital work**. Without formal corporate training, I taught myself and built real-world expertise by working directly with clients on platforms like **Fiverr** and **Upwork**. Here's how my journey has unfolded:

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## **1. Foundational Stage (2018–2020): Learning Through Freelancing**

- I started freelancing, which pushed me to **learn the basics of digital tools**, client communication, and how to offer value through services like graphic design and email communication.
  - I began using tools like **Canva, MS Word, and Excel**, learning on the go to meet client demands.
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## **2. Growth Stage (2020–2022): Diving into Digital Marketing**

- I expanded into **digital marketing**, developing skills in:
    - **Affiliate marketing** – learning how to promote products and earn through commission-based content.
    - **Email marketing** – working with tools like Mailchimp, Sendinblue, or ConvertKit.
    - **Social media management** – mastering content creation, scheduling, and analytics on platforms like Instagram, Facebook, and LinkedIn.
  - During this phase, I deepened my understanding of **audience engagement, campaign tracking**, and lead generation techniques.
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### ● 3. Skill Diversification (2022–2024): Advanced Tools & Data Analysis

- I honed my skills in **Microsoft Excel** for data management and decision-making, a crucial step in professional marketing.
  - I also became proficient in **graphic design**, enhancing my ability to create scroll-stopping content for digital campaigns.
  - By blending design with marketing strategy, I carved out a niche — **visual storytelling backed by data-driven strategy**.
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### ● 4. Present Day: Professional Digital Marketer & Specialist

- Today, I proudly hold the title of a **Digital Marketing Specialist & Graphic Designer**, offering 360° digital growth support to clients.
  - I plan and execute **email campaigns**, manage and grow **social media accounts**, create compelling **visuals and creatives**, and use **Excel to track KPIs and analyze marketing data**.
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### ■ Summary of My Digital Skills

Category	Skills
Marketing	Digital, email, affiliate, and content marketing
Social Media	Campaign strategy, analytics, audience engagement
Design	Canva, Photoshop (likely), branding, visuals
Data & Analytics	Microsoft Excel, campaign tracking, basic SEO
Communication Tools	Gmail, Google Docs, Zoom, Upwork/Fiverr client handling