

NIHALA YASMIN-DIGITAL MARKETING SPECIALIST

Wayanad, Kerala +91 9400395425 nihalayyasmin@gmail.com [linkedin.com/in/nihala-yasmin](https://www.linkedin.com/in/nihala-yasmin)
www.nihalayasmin.com

SUMMARY

Results-driven Digital Marketing Specialist with hands-on experience in performance marketing, SEO, and paid advertising. Skilled in planning and executing Meta Ads and Google Ads campaigns to generate leads, improve reach, and increase conversions.

Experienced in working with international clients, including Dubai-based companies, delivering measurable results through data-driven strategies. Currently working as a Digital Marketer at Nilgiri Arts & Science College, focusing on admissions marketing and lead generation.

CORE SKILLS

- Performance Marketing
 - Meta Ads & Google Ads
 - Lead Generation
 - SEO (On-page & Off-page)
 - Social Media Marketing
 - Content Marketing
 - Campaign Planning & Execution
 - Analytics & Reporting
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TOOLS & TECHNOLOGIES

- Meta Ads Manager | Google Ads | Google Analytics | Search Console
 - WordPress | Shopify | Canva
 - TikTok Ads | LinkedIn Ads | Snapchat Ads
 - Brevo | Amazon Ads
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PROFESSIONAL EXPERIENCE

- **Digital Marketer**
Nilgiri Arts & Science College (Present)

- Plan and execute digital campaigns for student admissions and brand awareness
 - Manage Meta Ads campaigns focused on lead generation and enquiries
 - Create and schedule social media content aligned with institutional goals
 - Analyze campaign performance and optimize ads for better ROI
 - Improve enquiry generation through targeted audience strategies
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- **Digital Marketing Intern**
Codeyaya, Dubai (Remote) (Feb 2026)

- Worked on live campaigns for multiple clients
 - Assisted in planning and executing Meta & Google Ads campaigns
 - Conducted keyword research and implemented SEO strategies
 - Optimized campaigns to improve CTR, conversions, and lead quality
 - Monitored campaign performance using analytics tools
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KEY PROJECTS

Lead Generation Campaign – TFLC Dubai

- Ran Meta Ads campaigns for enquiry generation
 - Created high-converting creatives and ad copy
 - Targeted relevant audience segments
 - Generated consistent leads through optimization
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Meta Ads Campaigns (TNI, Arabian Gate)

- Planned and executed performance campaigns
 - Improved reach, impressions, and engagement
 - Reduced cost per lead through optimization
 - Conducted A/B testing for creatives and audiences
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Website Development – Travellers Nest

<https://travellersnests.com/>

- Designed and developed responsive website
 - Ensured SEO optimization and performance
 - Improved user experience and navigation
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Portfolio Website

www.nihalayasmin.com

- Built using WordPress & Elementor
 - Optimized for SEO and mobile responsiveness
 - Showcased projects and digital expertise
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ACHIEVEMENTS

- Ranked multiple keywords on Google first page
 - Improved Google My Business rankings
 - Generated consistent leads through Meta Ads campaigns
 - Increased engagement and reach through content strategies
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EDUCATION

- **BSc Computer Science**
 - Mary Matha Arts & Science College, Mananthavady
 - Kannur University (2022 – 2025)
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CERTIFICATIONS

- Advanced Digital Marketing Certification – Codeyaya
 - Google Ads Certifications
 - Google Analytics Certification
 - Microsoft Advertising Certification
 - HubSpot Certifications (Content, Social Media, Digital Marketing)
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SOFT SKILLS

- Strategic Thinking
 - Communication & Presentation
 - Analytical Thinking
 - Problem Solving
 - Time Management
 - Team Collaboration
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