



# NIHALA YASMIN - DIGITAL MARKETING STRATEGIST

[www.nihalayasmin.com](http://www.nihalayasmin.com)



# ABOUT ME

I am Nihala Yasmin, a passionate Digital Marketing Specialist with hands-on experience in SEO, Social Media Marketing, and Paid Advertising. I have worked with multiple clients, helping them generate leads, improve reach, and increase conversions through strategic marketing. I specialize in Meta Ads, Google Ads, and SEO, combining creativity with data-driven strategies to deliver measurable results. I have also worked with international clients including Dubai-based companies, gaining real-world campaign experience.



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# CORE EXPERTISE

SEO (ON-PAGE &  
OFF-PAGE)

SOCIAL MEDIA  
MARKETING

META ADS &  
GOOGLE ADS

LEAD GENERATION

CONTENT  
MARKETING

WEBSITE DEVELOPMENT

BRANDING &  
STRATEGY

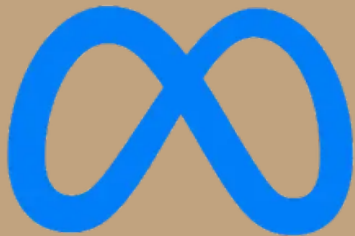
PERFORMANCE  
MARKETING

AMAZON  
ADVERTISING

ANALYTICS



# TOOLS & TECHNOLOGIES



Meta Business Suite



Google Ads



Shopify



WordPress



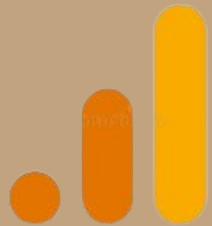
TikTok ads



Canva



Snapchat Ad



Analytics



LinkedIn Ad



Brevo



Amazon Ad

# EDUCATION



## Digital marketing

### Educodeyaya (2025)

Developed strong expertise in Meta Ads, Google Ads, SEO, and WordPress development, complemented by hands-on experience through a remote internship at Codeyaya, Dubai, where I worked on live client campaigns.

## Degree

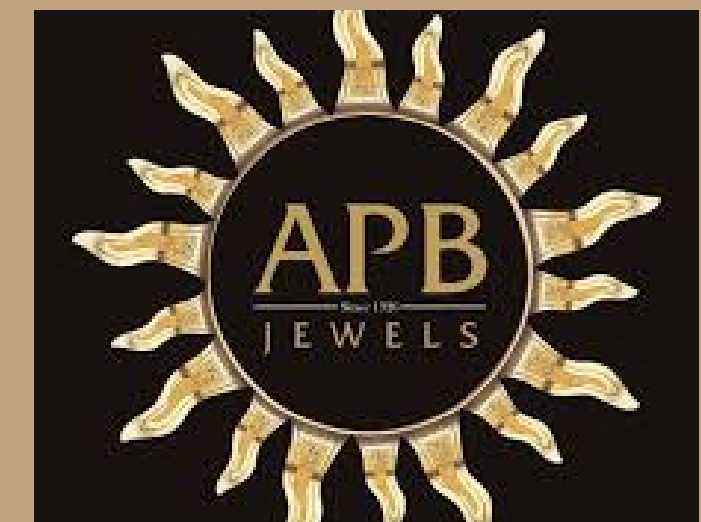
### Kannur University (2022–2025).

Bachelor of Science in Computer Science  
Mary Matha Arts & Science College,  
Mananthavady. Gained a strong foundation in analytical thinking, problem-solving, and technical skills, which I effectively apply in digital marketing strategies and campaign execution.

# EXPERIENCE: DIGITAL MARKETING INTERN



Completed a digital marketing internship at Codeyaya, where I gained hands-on experience by working on live projects for multiple clients, contributing to campaign planning, execution, and performance improvement.



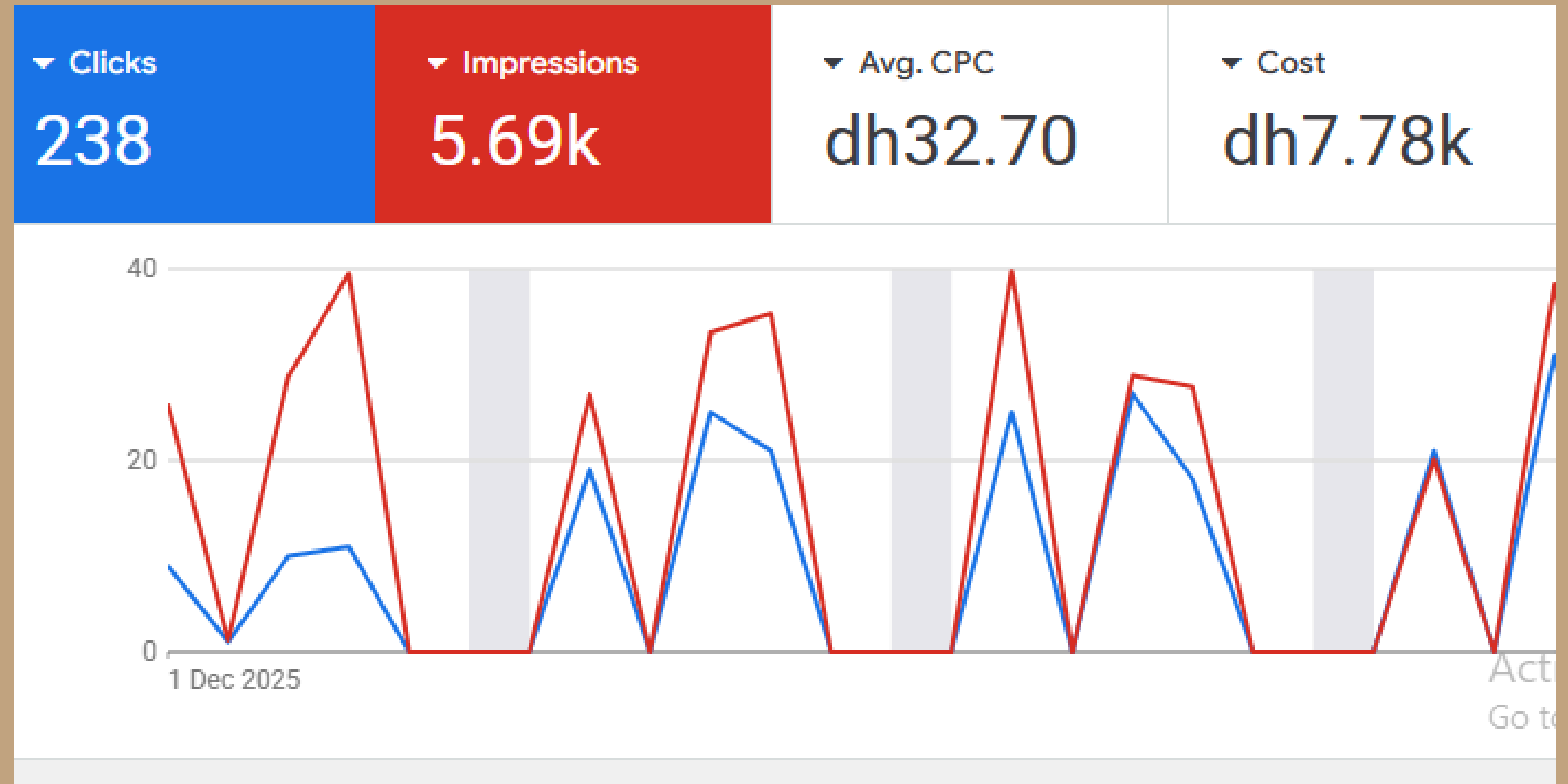
# PROJECT SHOWCASE



- TFLC Dubai

## Lead Generation Campaign

- Ran Meta Ads for lead generation
- Created high-converting ad creatives
- Targeted the right audience
- Generated consistent inquiries





## Meta Ads Campaign

Planned and executed high-impact Meta Ads campaigns for clients including

- TNI
- TN
- Arabian Gate

focusing on audience targeting, ad copywriting, and creative strategy. Achieved strong results in impressions, reach, and lead generation through continuous testing and optimization.

Conducted performance analysis to improve engagement, clicks, and conversions, ensuring measurable campaign growth.

Key skills and responsibilities include:

- Meta Business Manager setup and optimization
- Ad copywriting and primary text creation
- Audience targeting and segmentation
- Campaign monitoring and performance analysis
- Campaign optimization for leads and conversions

< All r...

Untitled rep

T Total Ninja UAE

1 Ad Account

You have unsaved changes  
Data refreshed less than 1 minute ago



Had delivery X

Search to filter by name, ID or metrics

Clear

This month

Pivot Table

Ungroup Breakdowns

Reset Column Widths

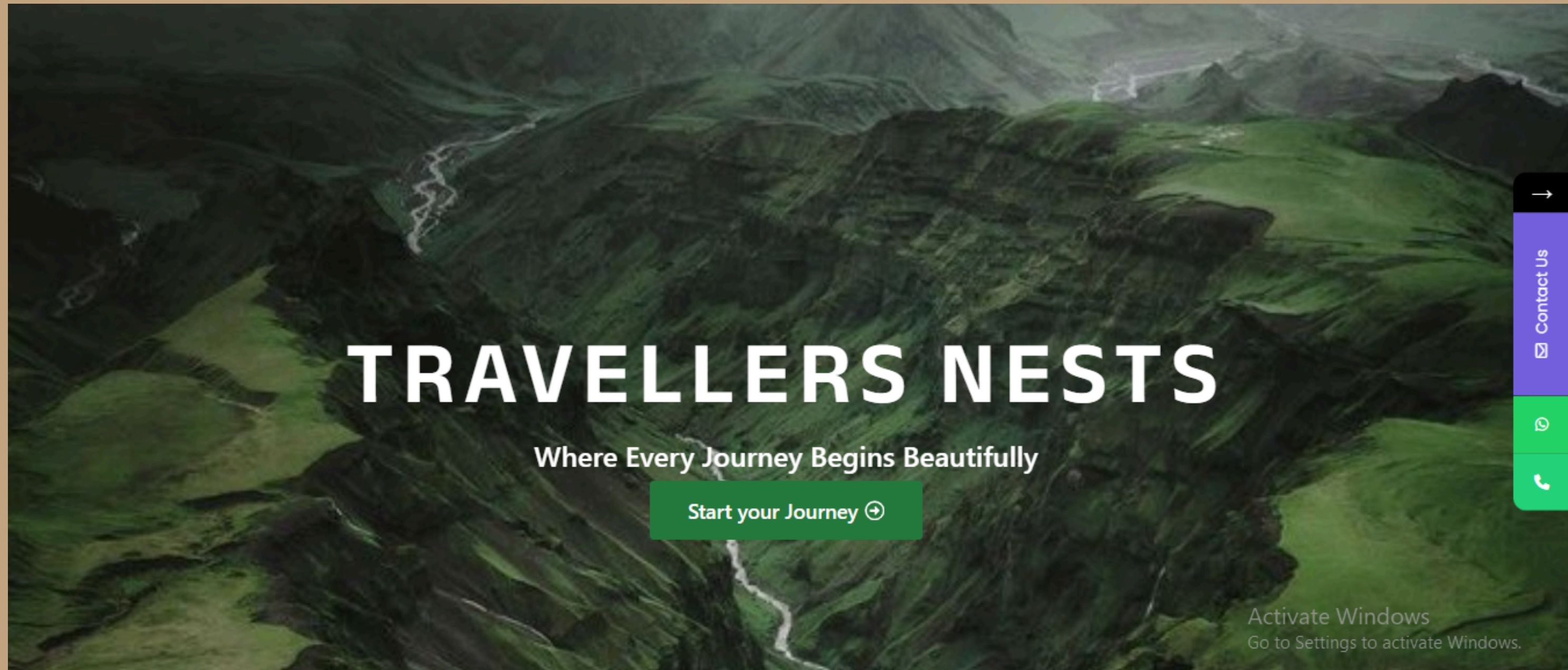
Campaign name	Ad set name	Delivery	Reach	Impressions	Frequency
TN Academy Campaign   ...	All	Active Campaign	25,198	41,207	1.64
	TN Academy Campaign  ...	Active Ad set	25,198	41,207	1.64
Organic Boosting   TRA   ...	All	Recently completed Campaign	89,048	122,164	1.37
	Graduation  Organic Boo...	Recently completed Ad set	36,699	39,708	1.08
	Challenge  Organic Boos...	Recently completed Ad set	32,030	36,028	1.12
	Kids  Activities   Organic ...	Recently completed Ad set	37,737	46,428	1.23
Parties   ENG   April 2026	All	Active Campaign	5,089	7,529	1.48
	Parties   ENG   April 2026	Active Ad set	5,089	7,529	1.48
Challenge&Recharge Off...	All	Active Campaign	4,063	8,366	2.06

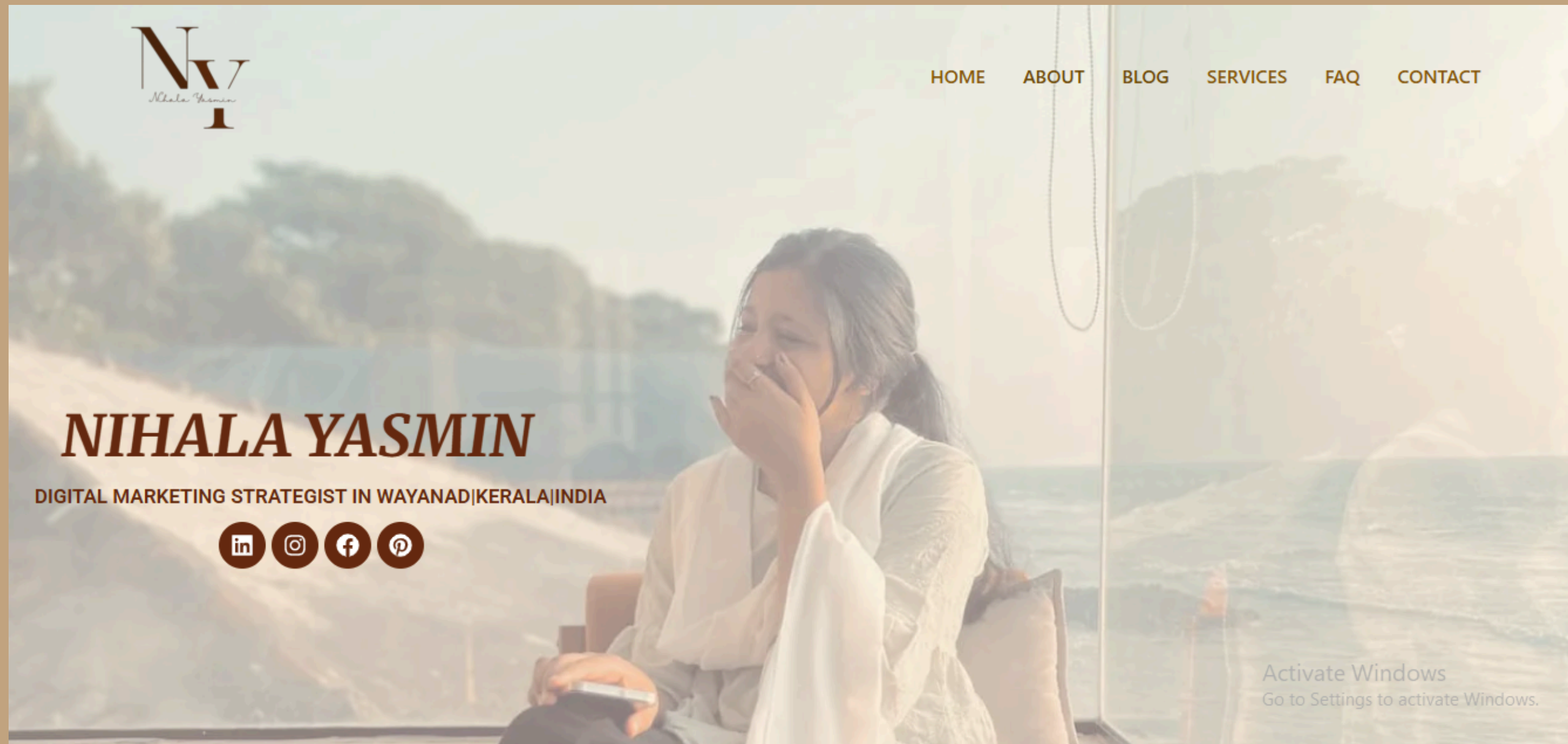


**Designed the website** for Travellers Nest Travel Consulting Agency, developing a user-friendly, visually engaging platform tailored to the brand's identity and customer experience.

Ensured high performance, mobile responsiveness, and seamless navigation across all devices for both projects.

<https://travellersnests.com/>



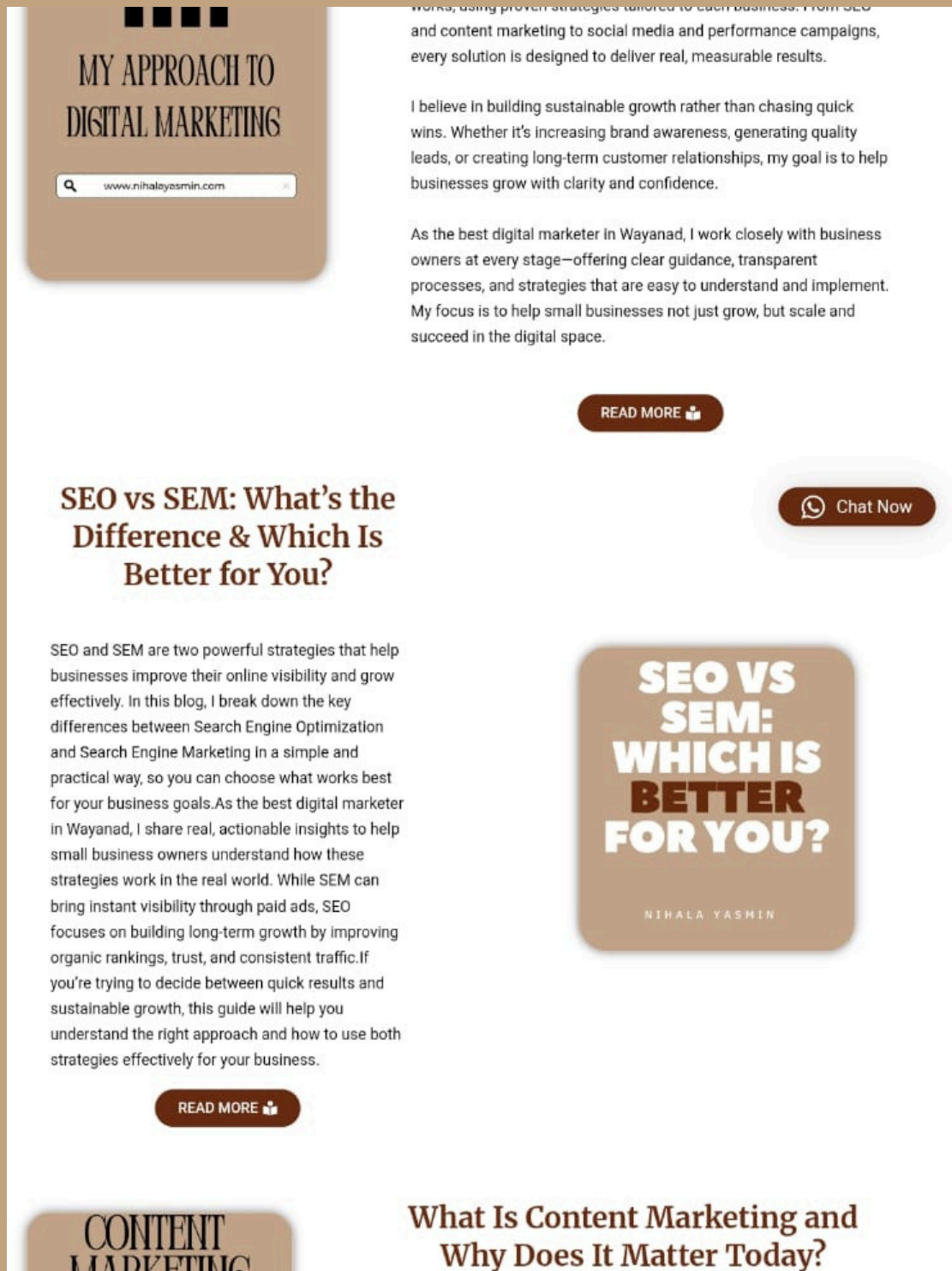


# PORTFOLIO – WEBSITE DESIGN

Created and customized my personal portfolio website using WordPress and Elementor, with a strong focus on SEO optimization, responsive design, and a visually appealing layout to highlight my projects and expertise.

Optimized the website for performance, mobile responsiveness, and user experience, ensuring seamless navigation and consistent brand identity throughout.

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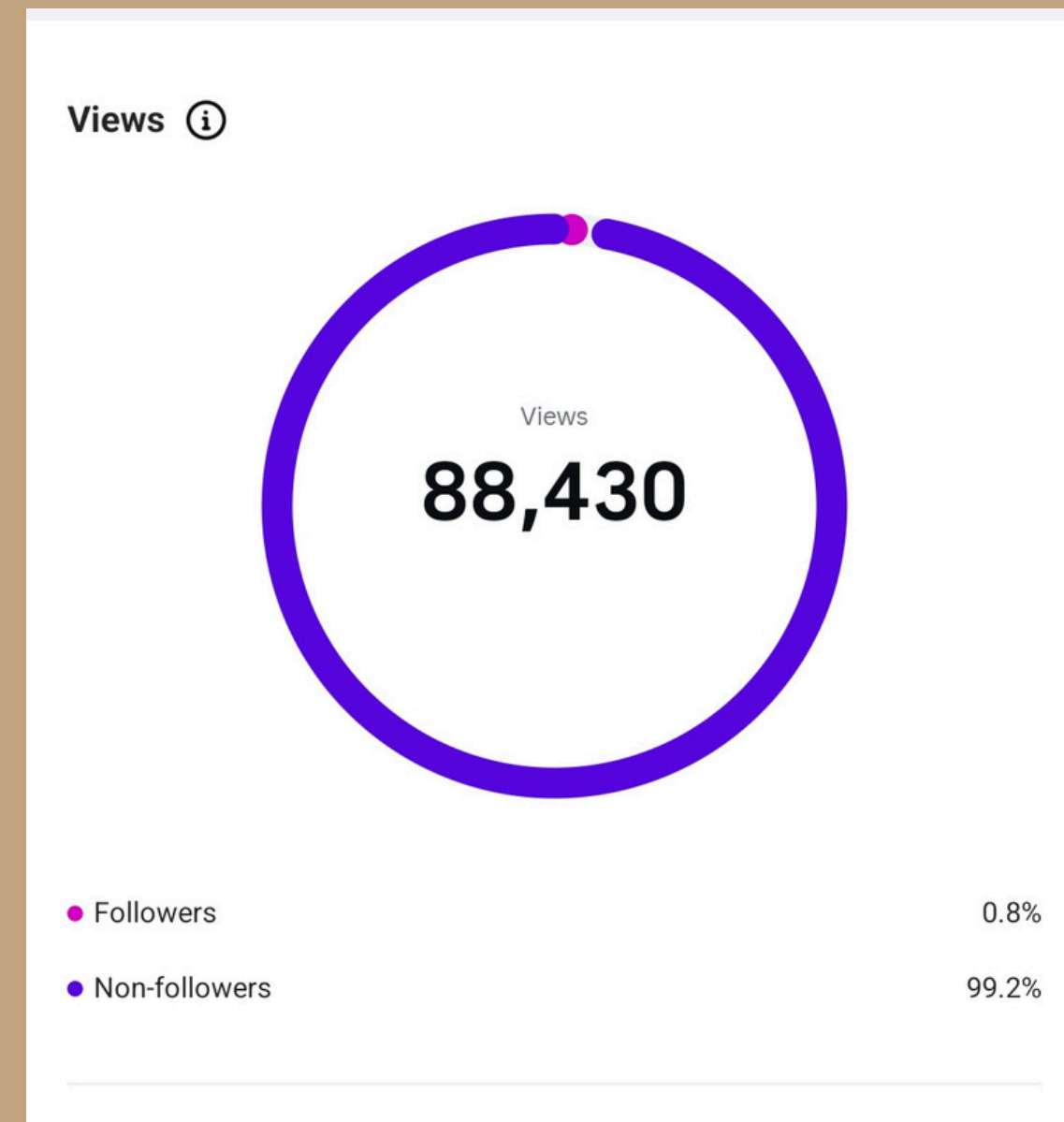
# CONTENT MARKETING

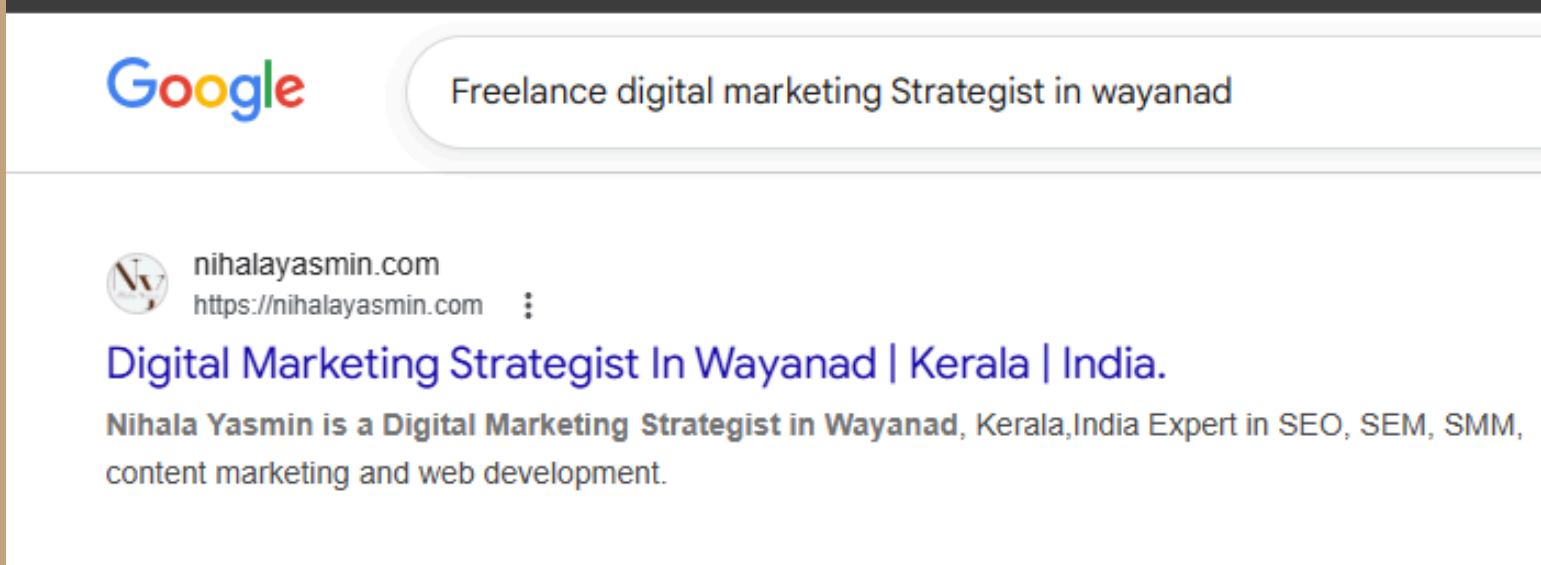
Plan and implement strategic content marketing initiatives to boost engagement and strengthen brand presence. Produce SEO-driven blogs, articles, and website content, while managing structured social media content calendars for consistent audience interaction. Leverage keyword research and audience insights to create relevant content, blending creativity with data-driven strategies to drive measurable growth.

# SOCIAL MEDIA MARKETING



Executed strategic social media campaigns by planning, creating, and scheduling content aligned with brand goals. Managed paid advertising campaigns to boost reach, engagement, and audience growth. Monitored and analyzed performance data to continuously optimize campaigns, ensuring improved results. Strengthened brand consistency and contributed to growth through practical project experience.



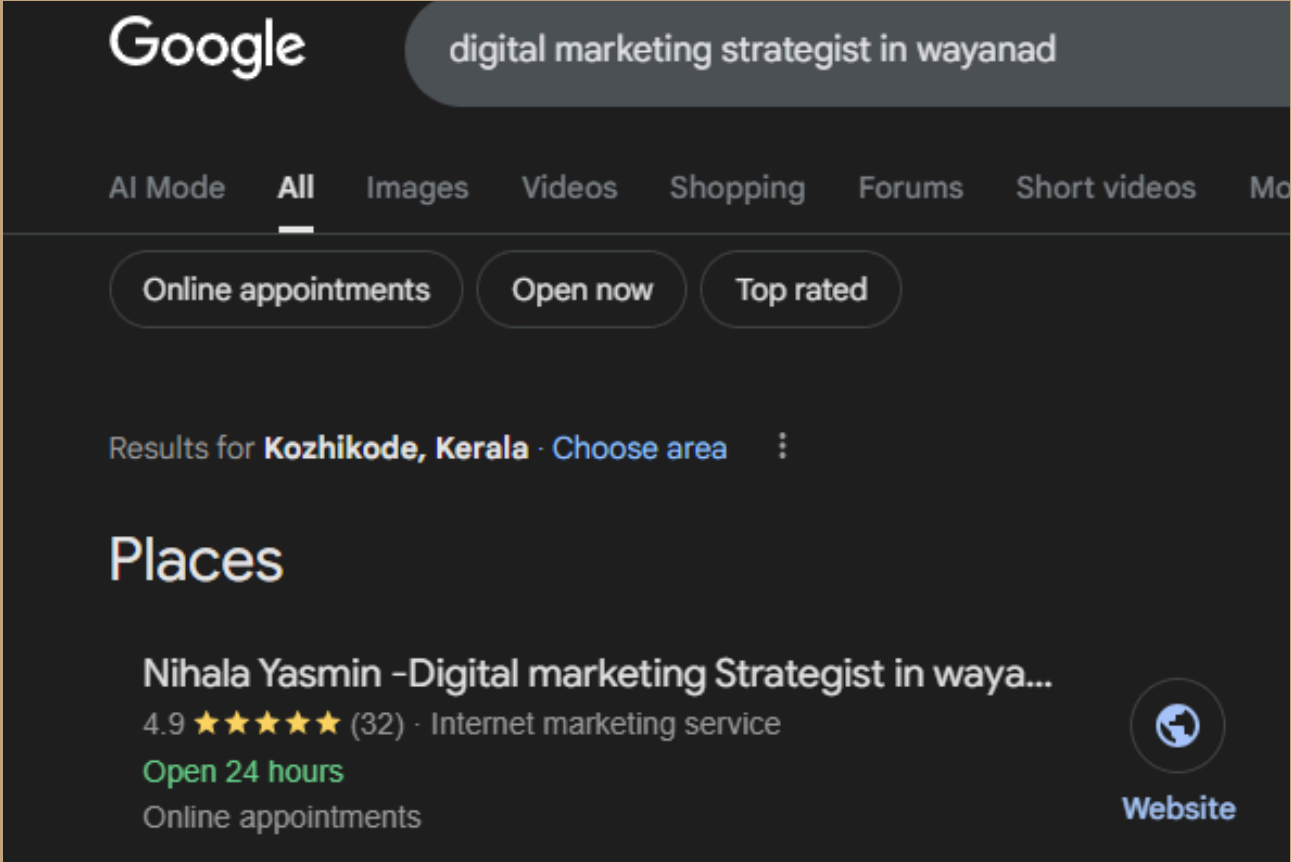


“Ranked #1 on Google for target keywords”

# ACHEIVEMENTS

Secured first-page rankings on Google for multiple high-intent keywords by implementing strategic SEO practices, including on-page, off-page, and content optimization.

Ranked Google My Business (GMB) profile in top positions, significantly enhancing local search visibility and driving increased leads and customer engagement.



“Top-ranked GMB profile for local search”

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**THANK YOU**