



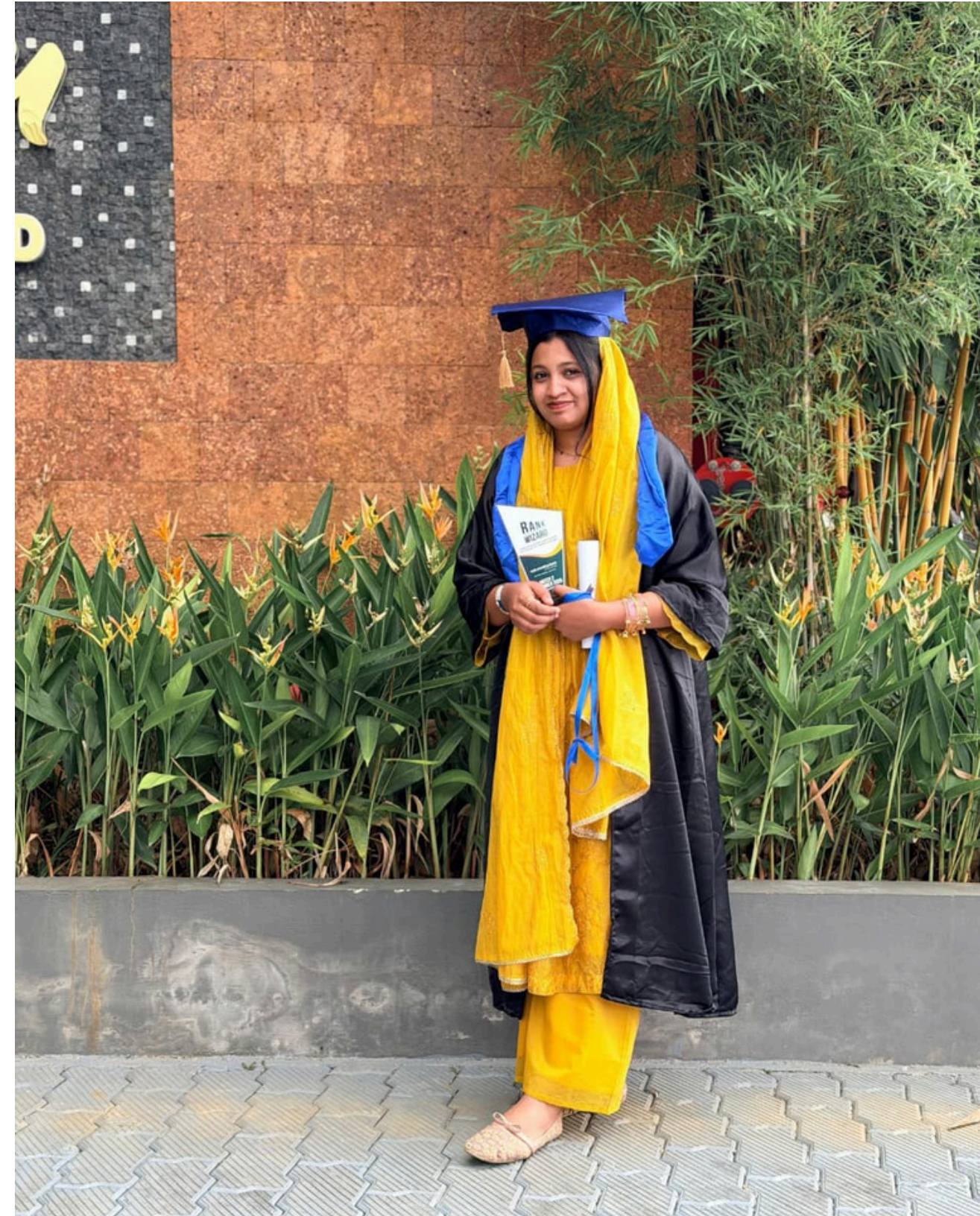
NIHALAYASMIN

Digital Marketing Strategist | Performance Marketer | SEO Specialist

MEET NIHALA YASMIN

I'm Nihala Yasmin, a Digital Marketing Strategist focused on performance marketing, SEO, content strategy, and lead generation. I create data-driven campaigns that combine creativity with measurable growth.

I have worked on projects across education, travel, and international brands, helping businesses improve visibility, engagement, and conversions through strategic marketing. My expertise includes Meta Ads, Google Ads, SEO, Social Media Marketing, and Content Strategy.





SERVICES

SEO (ON-PAGE & OFF-PAGE)

SOCIAL MEDIA MARKETING

META ADS & GOOGLE ADS

AMAZON ADVERTISING

CONTENT MARKETING

WEBSITE DEVELOPMENT

BRANDING & STRATEGY

EDUCATION

Digital Marketing Program | Educodeyaya

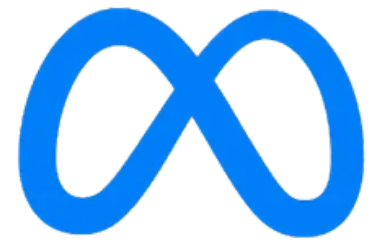
Completed an intensive Digital Marketing program with hands-on training in Meta Ads, Google Ads, SEO, WordPress Development, and Performance Marketing. Strengthened practical skills through real-world projects and live campaign execution.

Bachelor of Science in Computer Science

Mary Matha Arts & Science College, Mananthavady
Kannur University | 2022–2025

Built a strong foundation in analytical thinking, problem-solving, and technical skills, strengthening the ability to apply strategic and data-driven approaches in digital marketing and campaign execution.

TOOLSANDTECHNOLOGIES



Meta Business Suite



Google Ads



Shopify



WordPress



Tiktok ads



Canva



Snapchat Ad



Analytics



Linked In Ad



Brevo



Amazon Ad

CLIENTS & BRANDS WORKED WITH.

Collaborated with diverse brands across education, real estate, travel, business services, and international markets, contributing to strategic digital marketing initiatives, lead generation campaigns, and performance-focused solutions.



Areas of Contribution: Meta Ads | SEO | Social Media Marketing | Lead Generation | Content Strategy | Campaign Planning | Performance Marketing

NILGIRI COLLEGE – META ADS & ADMISSION CAMPAIGN

Worked on strategic admission-focused marketing campaigns to increase enquiries and improve student engagement for UG & PG programs.

Key Contributions:

- Planned and executed Meta ad campaigns
- Created ad copies, reel scripts & carousel content
- Developed content strategies for admissions & placements
- Built audience targeting plans for different student streams

Skills Used: Meta Ads | Content Strategy | Lead Generation | Social Media Marketing | Creative Planning

Campaign name	Ad set name	Reach	Impressions	Attribution setting	Results
Engagement Admission...	All	212,212	811,550	7-day click or 1-day view All conversions	905 [2] Messaging conversations started
	BBA	72,428	189,303	7-day click or 1-day view All conversions	199 [2] Messaging conversations started
	Admission Open	43,396	97,252	7-day click or 1-day view All conversions	117 [2] Messaging conversations started
	Rashid Sir	44,706	99,932	7-day click or 1-day view All conversions	159 [2] Messaging conversations started
	Gloria video	16,383	27,134	7-day click or 1-day view All conversions	43 [2] Messaging conversations started
	BCOM PA	29,706	53,753	7-day click or 1-day view All conversions	55 [2] Messaging conversations started
	Mist video	23,993	43,673	7-day click or 1-day view All conversions	41 [2] Messaging conversations started
	Vineeth	33,099	53,376	7-day click or 1-day view All conversions	49 [2] Messaging conversations started
	BCOM Finance	24,861	42,102	7-day click or 1-day view All conversions	29 [2] Messaging conversations started
	Food and nutrition	27,376	49,177	7-day click or 1-day view All conversions	64 [2] Messaging conversations started
	Naac A++	17,174	29,906	7-day click or 1-day view All conversions	27 [2] Messaging conversations started

-25 Days Leads-

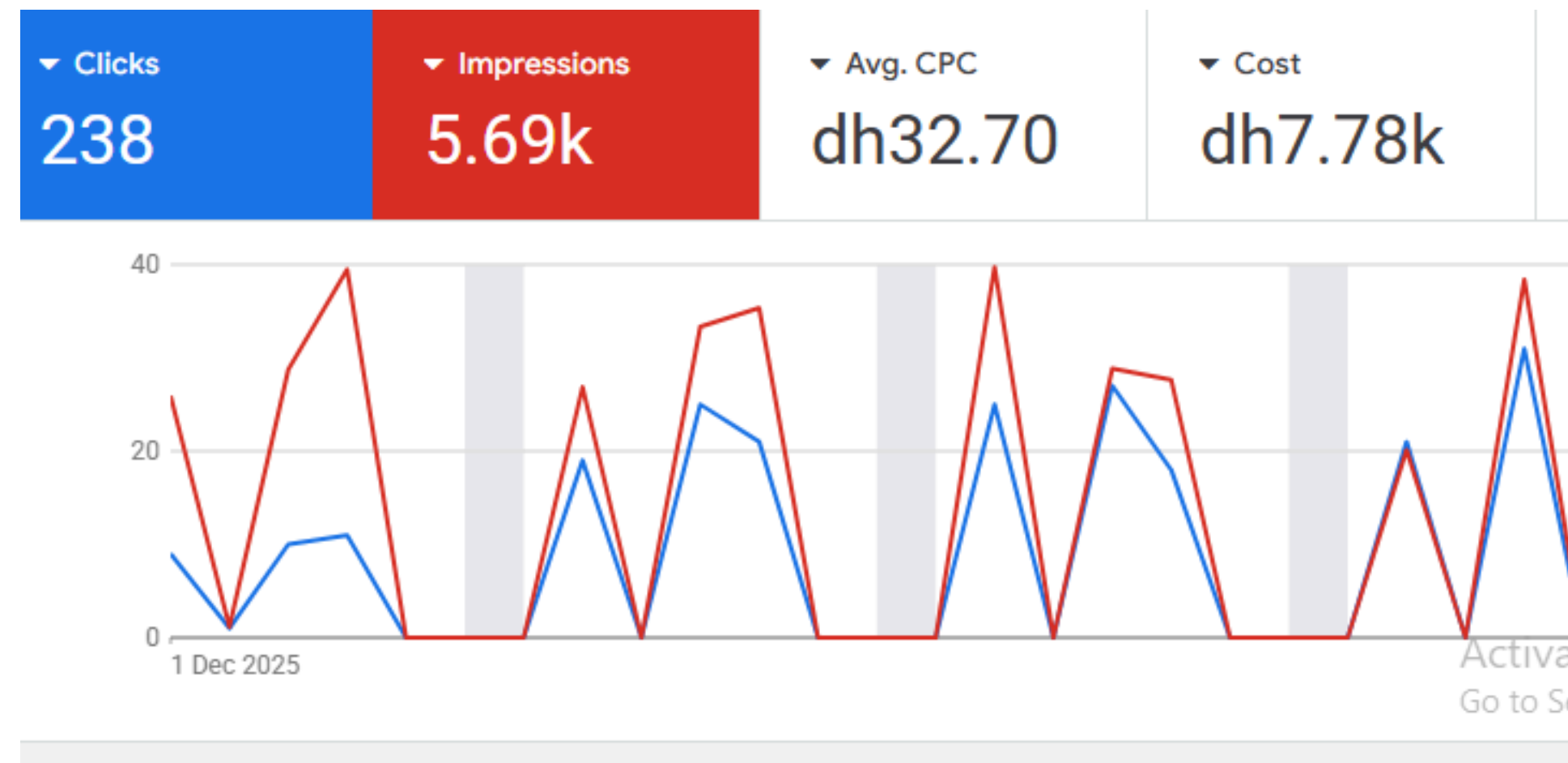
TFLC DUBAI – GOOGLE ADS LEAD GENERATION CAMPAIGN

Executed Google Ads campaigns focused on generating quality leads and improving enquiry performance.

Key Contributions:

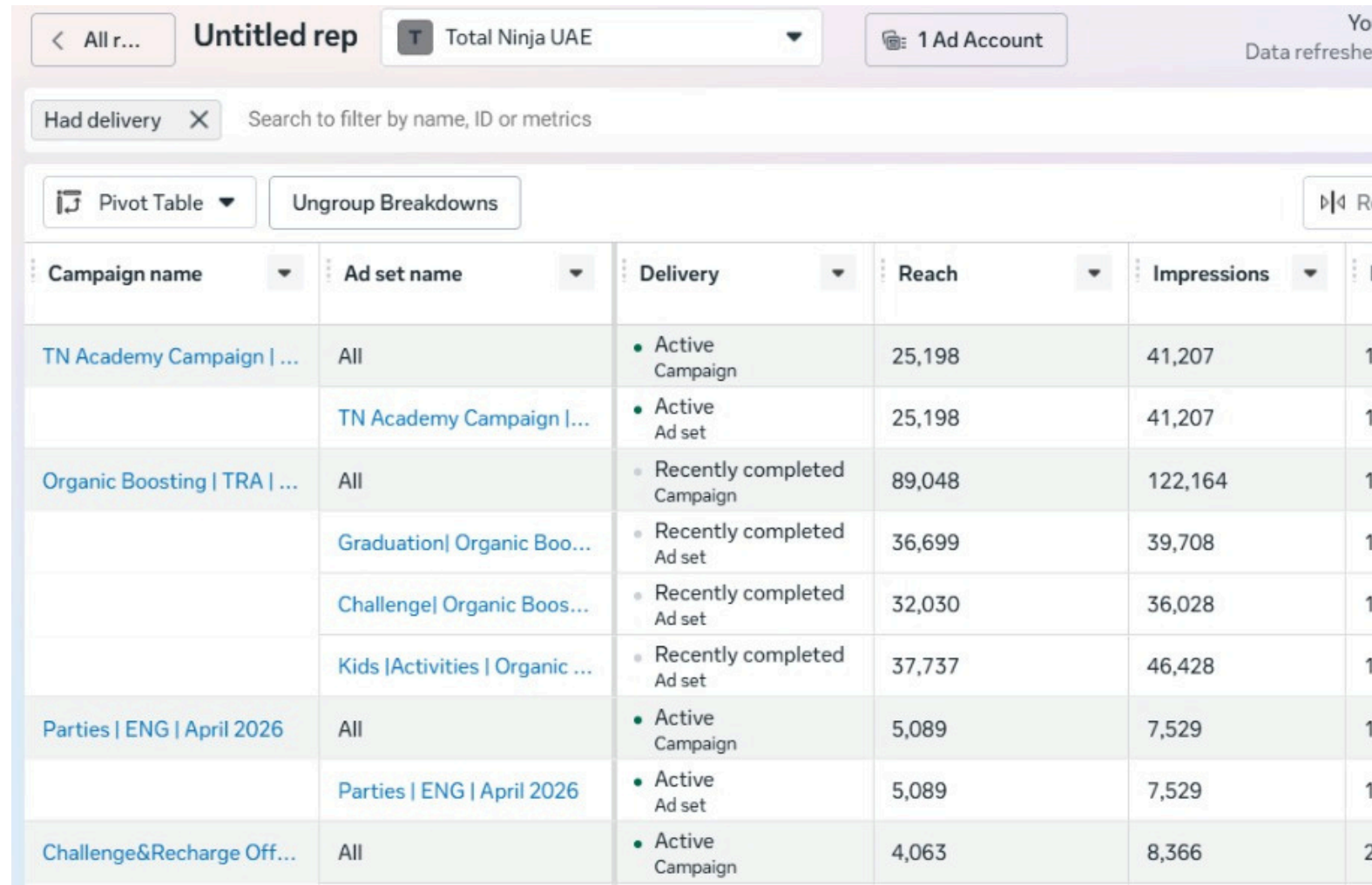
- Planned and managed lead generation campaigns
- Created high-converting ad copies and creatives
- Conducted audience research and keyword targeting
- Optimized campaigns for better reach and conversions
- Generated consistent enquiries through strategic campaign execution

Skills Used: Google Ads | Lead Generation | Audience Targeting | Campaign Optimization | Performance Marketing



META ADS CAMPAIGNS – UAE CLIENT PROJECTS

Planned and executed performance-driven Meta Ads campaigns for international clients including Total Ninja, Total Ninja Interactive, and Arabian Gate, focusing on audience targeting, creative strategy, and lead generation.



The screenshot shows the Meta Ads Manager interface for 'Total Ninja UAE'. The table displays the following data:

Campaign name	Ad set name	Delivery	Reach	Impressions	
TN Academy Campaign ...	All	Active Campaign	25,198	41,207	1
	TN Academy Campaign ...	Active Ad set	25,198	41,207	1
Organic Boosting TRA ...	All	Recently completed Campaign	89,048	122,164	1
	Graduation Organic Boo...	Recently completed Ad set	36,699	39,708	1
	Challenge Organic Boos...	Recently completed Ad set	32,030	36,028	1
	Kids Activities Organic ...	Recently completed Ad set	37,737	46,428	1
Parties ENG April 2026	All	Active Campaign	5,089	7,529	1
	Parties ENG April 2026	Active Ad set	5,089	7,529	1
Challenge&Recharge Off...	All	Active Campaign	4,063	8,366	2

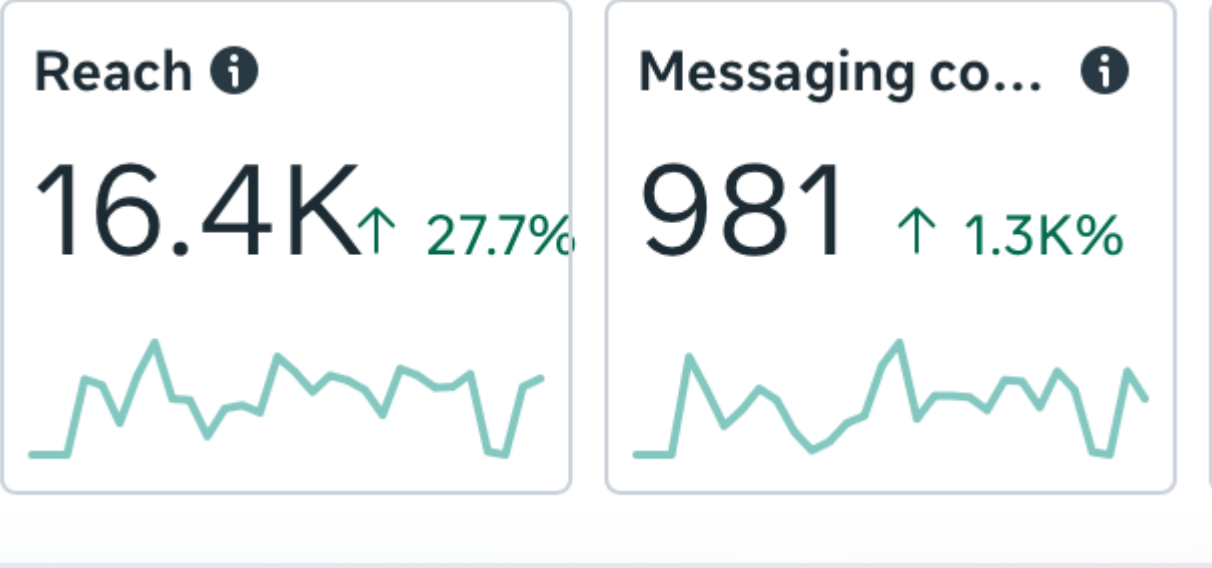


International Projects | UAE Clients | Performance Marketing

MAMUN REAL ESTATE DUBAI – META ADS & CONTENT CREATION

Worked on Meta Ads campaigns and content creation strategies focused on increasing brand awareness, audience engagement, and lead generation within the real estate market.

Ad campaign name	Ad set name	Reach	Impressions	Attribution setting	Results
Real Estate MAY1-6	All	10,245	22,028	7-day click or 1-day view All conversions	435 [2] Messaging conversations started
	9 may	1,862	2,565	7-day click or 1-day view All conversions	70 [2] Messaging conversations started
	May 8	2,209	2,515	7-day click or 1-day view All conversions	34 [2] Messaging conversations started
	10 may	1,249	1,546	7-day click or 1-day view All conversions	36 [2] Messaging conversations started
	1-05-2026	1,575	1,926	7-day click or 1-day view All conversions	42 [2] Messaging conversations started
	12 may	995	1,166	7-day click or 1-day view All conversions	17 [2] Messaging conversations started
	13 may - 2	875	1,034	7-day click or 1-day view All conversions	20 [2] Messaging conversations started
	5-05-2026	1,207	1,398	7-day click or 1-day view All conversions	16 [2] Messaging conversations started
	May 8 - 2	1,161	1,416	7-day click or 1-day view All conversions	31 [2] Messaging conversations started
	14 may - 2	857	976	7-day click or 1-day view All conversions	29 [2] Messaging conversations started
	11 may 2	925	1,117	7-day click or 1-day view All conversions	29 [2] Messaging conversations started
	14 may	998	1,197	7-day click or 1-day view	21 [2]



1 Month

1 week Report

CONTENT MARKETING

Planned and executed strategic content marketing initiatives to enhance brand visibility, audience engagement, and lead generation across multiple industries.



mona, using proven strategies tailored to each business. From SEO and content marketing to social media and performance campaigns, every solution is designed to deliver real, measurable results.

I believe in building sustainable growth rather than chasing quick wins. Whether it's increasing brand awareness, generating quality leads, or creating long-term customer relationships, my goal is to help businesses grow with clarity and confidence.

As the best digital marketer in Wayanad, I work closely with business owners at every stage—offering clear guidance, transparent processes, and strategies that are easy to understand and implement. My focus is to help small businesses not just grow, but scale and succeed in the digital space.

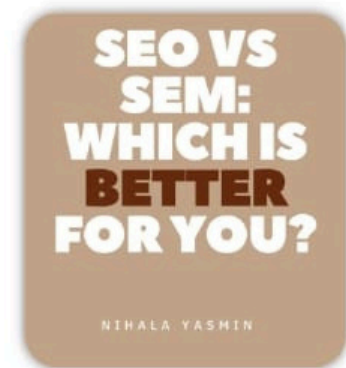
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Chat Now

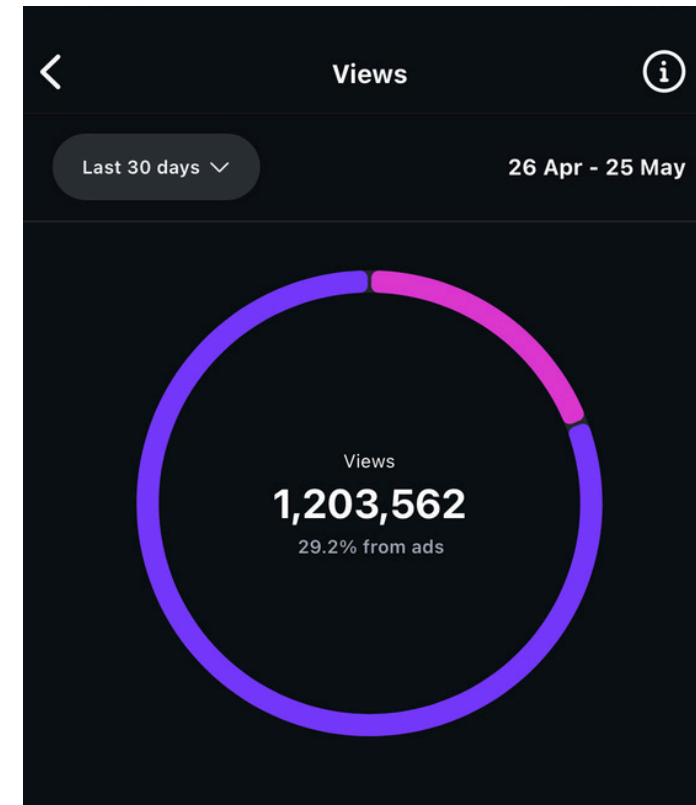
SEO vs SEM: What's the Difference & Which Is Better for You?

SEO and SEM are two powerful strategies that help businesses improve their online visibility and grow effectively. In this blog, I break down the key differences between Search Engine Optimization and Search Engine Marketing in a simple and practical way, so you can choose what works best for your business goals. As the best digital marketer in Wayanad, I share real, actionable insights to help small business owners understand how these strategies work in the real world. While SEM can bring instant visibility through paid ads, SEO focuses on building long-term growth by improving organic rankings, trust, and consistent traffic. If you're trying to decide between quick results and sustainable growth, this guide will help you understand the right approach and how to use both strategies effectively for your business.

READ MORE



What Is Content Marketing and Why Does It Matter Today?



Engagements

SOCIAL MEDIA CONTENT CALENDER-MAY 2026	
01-05-2026	Admission Announcement Posts
02-05-2026	college infrastructure
03-05-2026	Placement highlights poster
04-05-2026	Course Promotion Posts
05-05-2026	college activities highlighting videos
06-05-2026	Campus video
07-05-2026	Student testimonial
08-05-2026	Faculty Podcast
09-05-2026	Alumni success story post
10-05-2026	Campus facilities (lab, library, hostel) carousel
11-05-2026	Career options after each course
12-05-2026	Course explanation reel
13-05-2026	NAAC / achievements post
14-05-2026	Placement / achievements
15-05-2026	"NAAC A++ College" poster
16-05-2026	Top Ranked College (NIRF 201-300)
17-05-2026	Autonomous Institution
18-05-2026	Eco-Friendly Campus / Sustainability Initiatives
19-05-2026	Industry exposure (Infosys training etc.)
20-05-2026	Green Champaion award
21-05-2026	NSS Activities & Social Service
22-05-2026	Athletic Meet Highlights
23-05-2026	Cultural Event Highlights
24-05-2026	Best College Recognition
25-05-2026	University Rank Holders, Academic Excellence

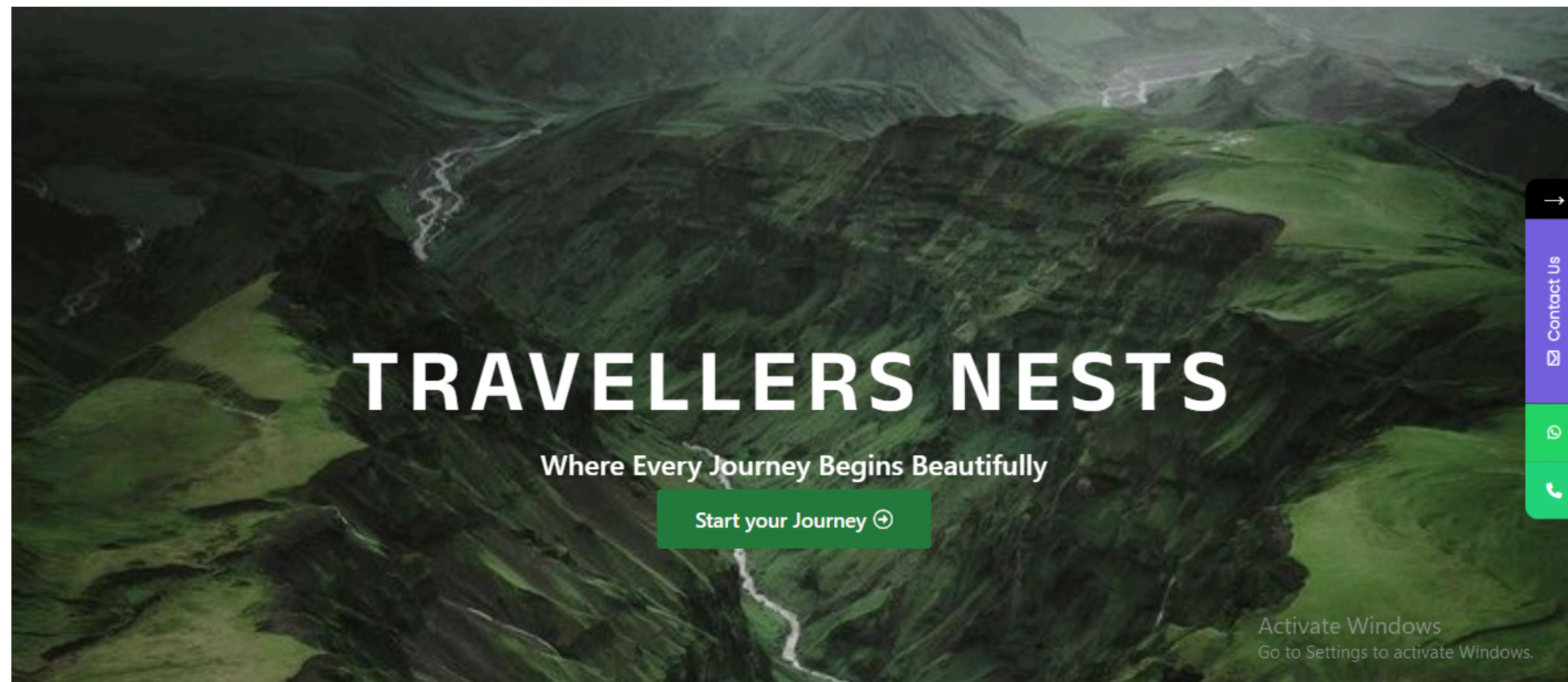
	TYPE	INSPO	DESCRIPTION
22-11-2025	CAROUSEL	https://www.instagram.com/p/DQD0HUIEwVo/?img_index=1&igsh=MTN6N25jdzUwM3d5e	Jewellery showcase
27-11-2025	Image POST	https://www.instagram.com/p/DQgOxdbApbZ/?igsh=ZXU4cTJoZGRieWc=e pick enth insp	Wedding set placement
30-11-2025	REEL	https://www.instagram.com/reel/DPGLIemCVYE/?igsh=dGI4bX11OHowM2o0	Ring collection
	Image post	Gold/ Silver coin	Giveaway
	Image post	Christmas	Christmas greeting
2-12-2025	CAROUSEL	https://www.instagram.com/p/DOAs2s5E0Mr/?igsh=aDA4MGp0aDQweDJJo	COMMONDAY
5-12-2025	post	https://www.instagram.com/p/DP8xwUsEa3V/?igsh=djFYjJ2Y2gyM25r	Divine Craftsmanship in Every Detail
7-12-2025	REEL	https://www.instagram.com/reel/DJbPmdnBqHV/?igsh=MTU0c25keml4emVhZQ==	SILVER GOLD PLATED PENDENT SET
9-12-2025	POST	https://www.instagram.com/p/DGV2f6KSfoT/?igsh=MXM0YTvkNHk3d281dg==	traditional handcrafted gold bangles
11-12-2025	POST	https://www.instagram.com/p/DPDPJHKE6du/?igsh=dWV4M2RvYjI0dHZo	pure gold antique haara with emerald and ruby detailing
13-12-2025	REEL	https://www.instagram.com/reel/DF4uE2jJMdT/?igsh=NGlwcmR0aHhpdjh4	Closeup detailing
15-12-2025	REEL	https://www.instagram.com/reel/DBVwXkNCWb7/?igsh=dGtKNDJ4bzI5bGM1	Bridal collections
18-12-2025	Image post	https://www.instagram.com/p/DNDqZ99yFgB/?igsh=MWkxdnNkYjQxaXNpOQ==	Lightweight elegance- Model closeup
21-12-2025	post	https://www.instagram.com/p/DI6pyzTyRjv/?igsh=MTQxeGZnaDY4YXNqYg==	Jewels that echo tradition.
23-12-2025	reel	https://www.instagram.com/reel/DNvpovoYlwa/?igsh=MWV5ciVxYXlxYmw1eA==	luxury diamond bracelet

Blog Writing

Content Calender

TRAVELLERS NEST – WEBSITE DESIGN & DEVELOPMENT

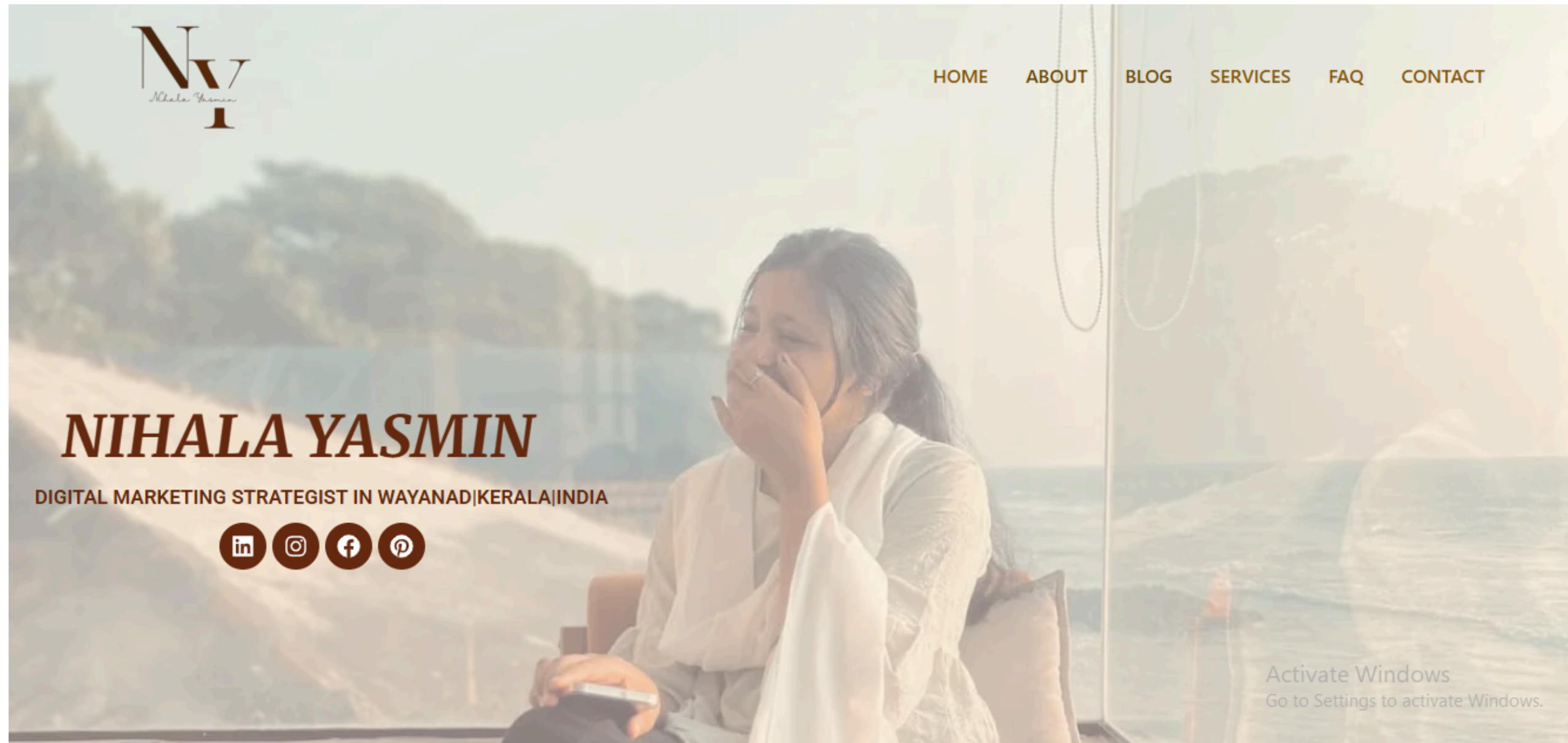
Designed and developed a user-friendly and visually engaging website for Travellers Nest Travel Consulting Agency, aligned with the brand identity and customer experience goals.



 Website: travellersnests.com

PERSONAL PORTFOLIO WEBSITE

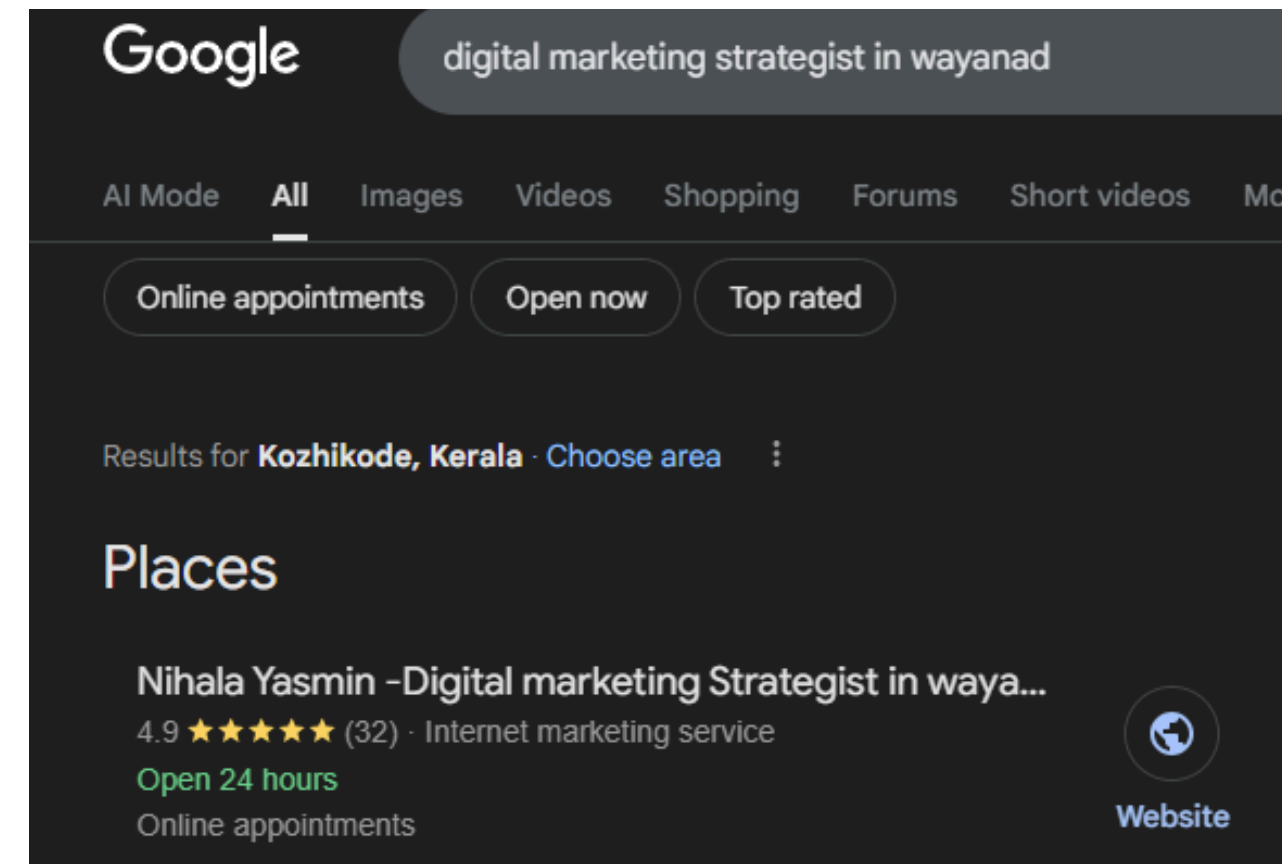
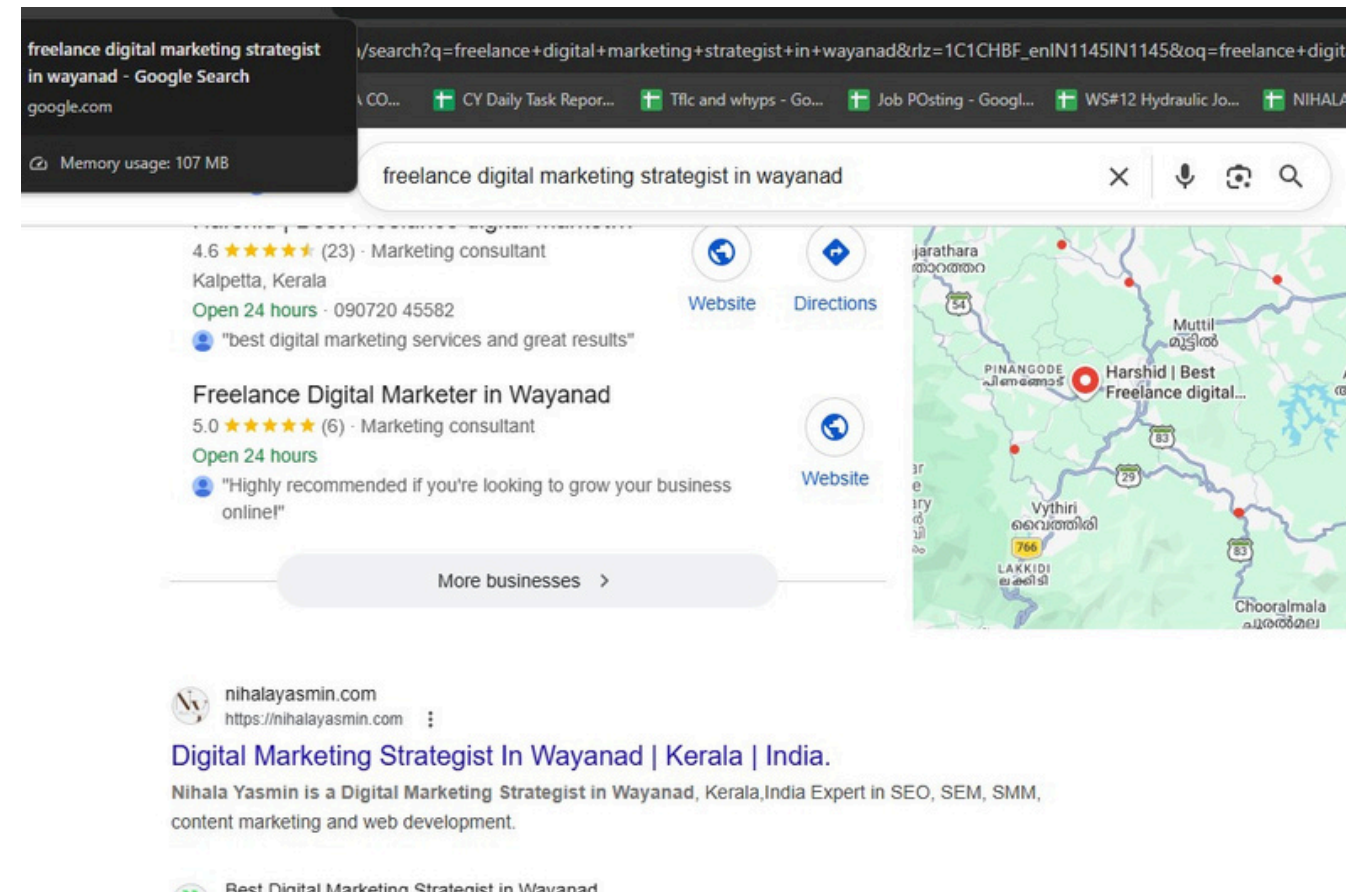
Designed and developed my personal portfolio website using WordPress and Elementor, with a strong focus on showcasing projects, expertise, and professional experience through a clean and engaging design.



 Website: www.nihalayasmin.com

ACHIEVEMENTS

- 🏆 Achieved first-page rankings on Google for multiple high-intent keywords through strategic SEO implementation, including on-page, off-page, and content optimization.
- 🏆 Successfully ranked Google My Business (GMB) profiles in top local search positions, improving visibility, increasing customer engagement, and driving quality leads.



THANKYOU

Let's Build Something That Creates Impact

EMAIL : NIHALAYYASMIN@GMAIL.COM

WEBSITE : WWW.NIHALAYASMIN.COM

PHONE : 9400395425