

NIHALA YASMIN-DIGITAL MARKETING SPECIALIST

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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 admission-focused performance marketing campaigns.
 - Manage Meta Ads campaigns for lead generation and student enquiries.
 - Handle social media marketing across multiple platforms.
 - Create content calendars, reel concepts, ad creatives, and promotional campaigns.
 - Develop audience targeting strategies for UG & PG admissions.
 - Optimize campaigns using analytics and performance data.
 - Support SEO initiatives, website updates, and digital branding activities.
 - Coordinate with admissions teams to improve lead quality and conversion rates.
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• **Digital Marketing Intern | Codeyaya Dubai (Remote)**

- 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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• **Mamun Real Estate Dubai**

- Managed Meta Ads campaigns and content strategies to improve brand awareness and engagement.
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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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