

NIHALA YASMIN

Performance Marketing Specialist | Digital Marketing Strategist | SEO Specialist

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PROFESSIONAL SUMMARY

Results-driven Performance Marketing Specialist with 2+ years of hands-on experience in digital marketing, performance advertising, SEO, lead generation, and conversion optimization. Experienced in managing Meta Ads and Google Ads campaigns for educational institutions, real estate companies, and international businesses across the UAE and India.

Skilled in planning high-converting marketing strategies, optimizing advertising campaigns, improving search engine visibility, and generating measurable business growth through data-driven decision-making. Proficient in WordPress, Google Analytics, Google Search Console, and marketing automation tools with a strong focus on ROI and business performance.

CORE COMPETENCIES

- Performance Marketing
- Meta Ads (Facebook & Instagram)
- Google Ads
- Search Engine Optimization (SEO)
- Lead Generation
- Conversion Rate Optimization
- Social Media Marketing
- Content Strategy
- Website Management
- WordPress Development
- Landing Page Optimization
- Analytics & Reporting
- Email Marketing
- Marketing Automation
- Audience Research
- Campaign Optimization

TECHNICAL SKILLS

- Advertising: Meta Ads Manager, Google Ads, LinkedIn Ads, TikTok Ads, Snapchat Ads, Amazon Ads
- Analytics: Google Analytics 4 (GA4), Google Search Console, Google Tag Manager (GTM), Meta Business Suite
- SEO: SEMrush, Ahrefs, Rank Math SEO
- CMS: WordPress, Elementor, Shopify
- Design & Productivity: Canva, Microsoft Office, Google Workspace

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING EXECUTIVE NILGIRI ARTS & SCIENCE COLLEGE

July 2026 – Present

Responsibilities

- Planned and executed admission-focused digital marketing campaigns.
- Managed Meta Ads and Google Ads campaigns for student lead generation.
- Developed and implemented social media marketing strategies across Facebook, Instagram, LinkedIn, and YouTube.
- Created engaging content, ad creatives, reels, graphics, captions, and monthly content calendars.
- Wrote high-converting ad copy and promotional content for admissions campaigns.
- Performed on-page SEO, technical SEO, and website optimization.
- Updated and maintained the college website using WordPress and Elementor.
- Monitored and analyzed campaign performance using Google Analytics 4, Meta Ads Manager, and Search Console.
- Collaborated with the admissions team to improve lead quality and conversion rates.
- Prepared weekly and monthly marketing performance reports with actionable insights.

Key Achievements

- Generated qualified admission leads through performance marketing campaigns.
- Increased website visibility and organic traffic through SEO optimization.
- Improved social media reach, engagement, and follower growth with strategic content planning.
- Created high-performing content that enhanced brand awareness and student engagement.
- Successfully managed multiple digital marketing campaigns simultaneously while maintaining consistent performance.

DIGITAL MARKETING SPECIALIST CODEYAYA DUBAI (REMOTE)

June 2025 – June 2026

Responsibilities

- Managed digital marketing campaigns for UAE-based businesses.
- Planned and executed Meta Ads campaigns for lead generation.
- Created Google Search and Display campaigns.
- Conducted keyword research and SEO optimization.
- Developed audience targeting strategies.
- Performed campaign optimization to improve ROAS.
- Conducted A/B testing for creatives and audiences.
- Prepared campaign reports and analytics.
- Collaborated with international clients to achieve marketing objectives.

Clients Worked With

- TFLC Dubai
 - Arabian Gate
 - Total Ninja Interactive (TNI)
 - WhyPS
 - APB Jewels
 - Unibiz
 - Travellers Nest
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PROFESSIONAL EXPERIENCE

FREELANCE PERFORMANCE MARKETING SPECIALIST

January 2025 – Present

MAMUN REAL ESTATE | QATAR

Worked with businesses across education, real estate, and service industries to improve online visibility, generate leads, and increase conversions.

Responsibilities

- Manage Meta Ads campaigns.
 - Create Google Ads campaigns.
 - Develop SEO strategies.
 - Build WordPress websites.
 - Optimize landing pages.
 - Create digital marketing strategies.
 - Analyze campaign performance.
 - Improve lead quality and conversion rates.
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FREELANCE PERFORMANCE MARKETING SPECIALIST

January 2025 – Present

OSHTREE TRAINING & CONSULTANCY | QATAR

Worked with businesses across education, real estate, and service industries to improve online visibility, generate leads, and increase conversions.

Responsibilities

- Manage Meta Ads campaigns.
- Create Google Ads campaigns.
- Develop SEO strategies.
- Build WordPress websites.
- Optimize landing pages.
- Create digital marketing strategies.
- Analyze campaign performance.
- Improve lead quality and conversion rates.

WEBSITE DEVELOPMENT & SEO

Travellers Nest

- Website: www.travellersnests.com
- Designed and developed a responsive WordPress website.
- Implemented on-page SEO best practices.
- Optimized website speed, performance, and mobile responsiveness.
- Enhanced user experience and site navigation.

Personal Portfolio Website

- Website: www.nihalayyasmin.com
 - Designed and developed a personal portfolio using WordPress & Elementor.
 - Implemented SEO strategies to improve search engine visibility.
 - Optimized for mobile responsiveness and fast loading speed.
 - Showcased digital marketing projects, certifications, and professional experience.
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CERTIFICATIONS

- Advanced Digital Marketing Certification – Codeyaya Dubai
- Google Ads Certification
- Google Analytics Certification
- HubSpot Content Marketing Certification
- HubSpot Social Media Marketing Certification
- Google Digital Garage Certification
- SEMrush SEO Certification
- Microsoft Advertising Certification

EDUCATION

Bachelor of Science (B.Sc.) in Computer Science

Mary Matha Arts & Science College, Mananthavady

Kannur University

2022 – 2025

SOFT SKILLS

- Strategic Thinking
- Leadership
- Communication
- Problem Solving
- Time Management
- Client Management
- Team Collaboration
- Analytical Thinking
- Creativity
- Adaptability

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

LANGUAGES

- English
- Malayalam