

NIHALA YASMIN

Performance Marketing Specialist | Digital Marketing Strategist | SEO Specialist

www.nihalayasmin.com @ growithnihala



ABOUT ME

Two years of results-driven performance marketing.

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.

2+

Years of hands-on performance marketing experience

UAE + IN

Campaign experience across the UAE and India

360°

Ads, SEO, lead generation and CRO under one roof

Academic background

Ai Advanced Digital Marketing

Educodeyaya

Completed an intensive Digital Marketing program with hands-on training in Meta Ads, Google Ads, SEO, WordPress, and Performance Marketing, backed by real-world projects and live campaigns.

B.Sc. Computer Science

Mary Matha Arts & Science College

Kannur University | 2022–2025

Developed strong analytical, problem-solving, and technical skills, supporting a strategic, data-driven approach to digital marketing.

SERVICES

SEO (ON-PAGE & OFF-PAGE)

SOCIAL MEDIA MARKETING

META ADS & GOOGLE ADS

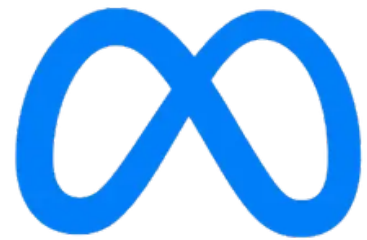
AMAZON ADVERTISING

CONTENT MARKETING

WEBSITE DEVELOPMENT

BRANDING & STRATEGY

TOOLS AND TECHNOLOGIES



Meta Business Suite



Google Ads



Shopify



WordPress



TikTok ads



Canva



Snapchat Ad



Analytics



LinkedIn Ad



Brevo



Amazon Ad

Where I've worked



Nilgiri Arts & Science College

Performance marketing & lead generation for admissions



Season sync LLP

Performance marketing, SEO, Linked in ads



Mamun Real Estate

Lead generation and paid media for property sales



Oshtree Training & Consultancy

Digital marketing strategy & campaign management



Codeyaya, Dubai

Independent campaigns for UAE & India-based clients

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.



NILGIRI COLLEGE – META ADS & ADMISSION CAMPAIGN

Campaign name	Ad set name	Reach	Impressions	Attribution setting	Results	Amount spent	Cost per result	Schedule
Engagement Admission...	All	427,864	1,926,507	7-day click or 1-day view All conversions	2,176 [2] Messaging conversations started	₹108,606.45	₹49.91 [2] Messaging conversations started	—
	Admission Open English	70,873	172,802	7-day click or 1-day view All conversions	211 [2] Messaging conversations started	₹10,487.10	₹49.70 [2] Messaging conversations started	May 5, 2026 – Jun 1
	BBA	76,529	197,128	7-day click or 1-day view All conversions	205 [2] Messaging conversations started	₹7,197.35	₹35.11 [2] Messaging conversations started	May 1, 2026 – May 3
	Rashid Sir	44,706	99,979	7-day click or 1-day view All conversions	159 [2] Messaging conversations started	₹5,570.86	₹35.04 [2] Messaging conversations started	May 5, 2026 – Jun 5
	Arya video	29,975	61,080	7-day click or 1-day view All conversions	105 [2] Messaging conversations started	₹5,516.04	₹52.53 [2] Messaging conversations started	May 25, 2026 – Jun
	Bsc Computer Science	52,705	105,464	7-day click or 1-day view All conversions	95 [2] Messaging conversations started	₹4,759.84	₹50.10 [2] Messaging conversations started	May 5, 2026 – Jun 2
	Gloria video	38,714	71,808	7-day click or 1-day view All conversions	117 [2] Messaging conversations started	₹4,731.65	₹40.44 [2] Messaging conversations started	May 2, 2026 – Jun 1
	Bsc Multimedia	44,157	66,853	7-day click or 1-day view All conversions	68 [2] Messaging conversations started	₹4,580.38	₹67.36 [2] Messaging conversations started	May 6, 2026 – Jun 2
	BA English rimbi	21,536	45,296	7-day click or 1-day view All conversions	57 [2] Messaging conversations started	₹4,514.56	₹79.20 [2] Messaging conversations started	Jun 1, 2026 – Jul 11
	BSc Psychology - video	23,337	41,773	7-day click or 1-day view All conversions	42 [2] Messaging conversations started	₹4,353.12	₹103.65 [2] Messaging conversations started	May 26, 2026 – Jul 1
	BCOM Finance - Gloria	13,224	25,763	7-day click or 1-day view All conversions	46 [2] Messaging conversations started	₹3,620.88	₹78.71 [2] Messaging conversations started	Jun 8, 2026 – Jul 11
	Food and nutrition	52,931	94,895	7-day click or 1-day view All conversions	91 [2] Messaging conversations started	₹3,463.51	₹38.06 [2] Messaging conversations started	May 5, 2026 – Jun 1
	BCOM ACCA	42,220	66,645	7-day click or 1-day view All conversions	69 [2] Messaging conversations started	₹3,089.99	₹44.78 [2] Messaging conversations started	May 14, 2026 – Jun
	Courses poster	48,431	105,920	7-day click or 1-day view All conversions	140 [2] Messaging conversations started	₹2,735.03	₹19.54 [2] Messaging conversations started	May 26, 202
Total results 50 / 87 rows displayed		532,787 Meta Accounts	2,355,166 Total	7-day click or 1-day vi...	—	₹134,779.21 Total spent	—	—

Generated 532K+ reach and 2.35M+ impressions, driving 2,176 messaging conversations at an average cost of ₹49.91 per conversation, with a total ad spend of ₹1.35L.

MAMUN REALESTATE QATAR – META ADS

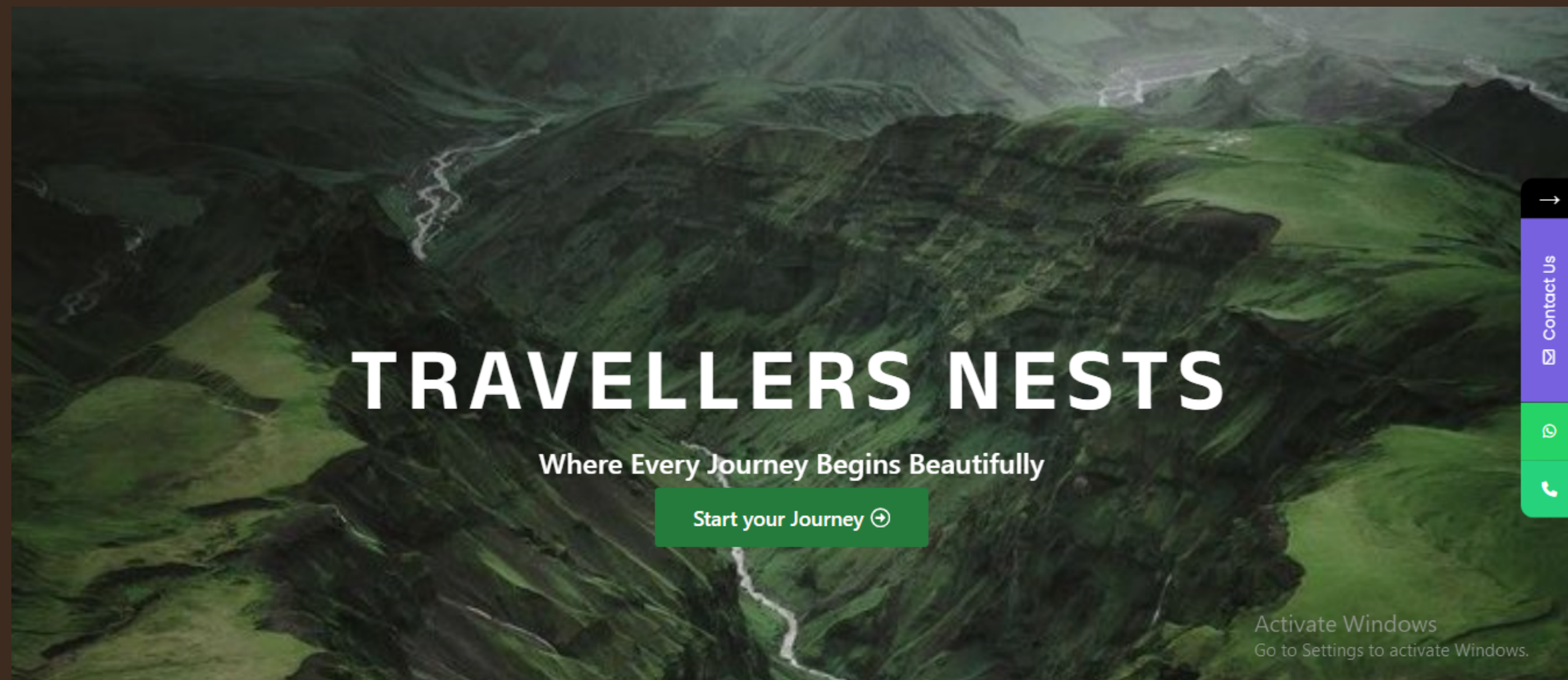
Campaign name	Ad set name	Delivery	Reach	Impressions	Frequency	Attribution setting	Results	Amount spent	Cost per result
5-11	All	Inactive Campaign	13,494	32,136	2.38	7-day click or 1-day view All conversions	730 [2] Messaging conversations started	₹10,169.47	₹13.93 [2] Messaging conversations started
	05-06-26 -	Inactive Ad set	1,273	1,631	1.28	7-day click or 1-day view All conversions	54 [2] Messaging conversations started	₹581.65	₹10.77 [2] Messaging conversations started
	05-06-26	Inactive Ad set	1,117	1,450	1.30	7-day click or 1-day view All conversions	51 [2] Messaging conversations started	₹571.63	₹11.21 [2] Messaging conversations started
	09-06-26 -	Inactive Ad set	1,476	1,855	1.26	7-day click or 1-day view All conversions	34 [2] Messaging conversations started	₹543.29	₹15.98 [2] Messaging conversations started
	06-06-26 -	Inactive Ad set	1,008	1,210	1.20	7-day click or 1-day view All conversions	39 [2] Messaging conversations started	₹529.28	₹13.57 [2] Messaging conversations started
	10-06-26	Inactive Ad set	1,343	1,635	1.22	7-day click or 1-day view All conversions	37 [2] Messaging conversations started	₹522.61	₹14.12 [2] Messaging conversations started
	08-06-26	Inactive Ad set	1,691	1,991	1.18	7-day click or 1-day view All conversions	32 [2] Messaging conversations started	₹522.48	₹16.33 [2] Messaging conversations started
	06-06-26	Inactive Ad set	1,430	1,707	1.19	7-day click or 1-day view All conversions	35 [2] Messaging conversations started	₹512.89	₹14.65 [2] Messaging conversations started
	11-06-26	Not delivering Ad set	1,545	1,862	1.21	7-day click or 1-day view All conversions	39 [2] Messaging conversations started	₹509.88	₹13.07 [2] Messaging conversations started
	11-07-26	Not delivering Ad set	1,236	1,489	1.20	7-day click or 1-day view All conversions	41 [2] Messaging conversations started	₹507.07	₹12.37 [2] Messaging conversations started
	08-06-26 -	Inactive Ad set	1,108	1,290	1.16	7-day click or 1-day view All conversions	25 [2] Messaging conversations started	₹494.46	₹19.78 [2] Messaging conversations started
	10-06-26	Inactive Ad set	1,507	1,804	1.20	7-day click or 1-day view All conversions	21 [2] Messaging conversations started	₹494.35	₹23.54 [2] Messaging conversations started
	09-06-26 -	Inactive Ad set	1,339	1,569	1.17	7-day click or 1-day view All conversions	15 [2] Messaging conversations started	₹473.65	₹31.58 [2] Messaging conversations started
	27-05-26	Deleted Ad set	741	1,016	1.37	7-day click or 1-day view All conversions	30 [2] Messaaing conversations started	₹346.92	₹11.56 [2] Messaaing conversations started
Total results 50 / 183 rows displayed			49,423 Meta Accounts	172,160 Total	3.48 Per Meta Account	7-day click or 1-day vi...	3,561 [2] Messaging conversations started	₹47,636.81 Total spent	₹13.38 [2] Messaging conversations started



Generated 49K+ reach and 172K+ impressions, driving 3,561 messaging conversations at an average cost of ₹13.38 per conversation, with a total ad spend of ₹47,636.81.

TRAVELLERS NEST – WEBSITE DESIGN & DEVELOPMENT

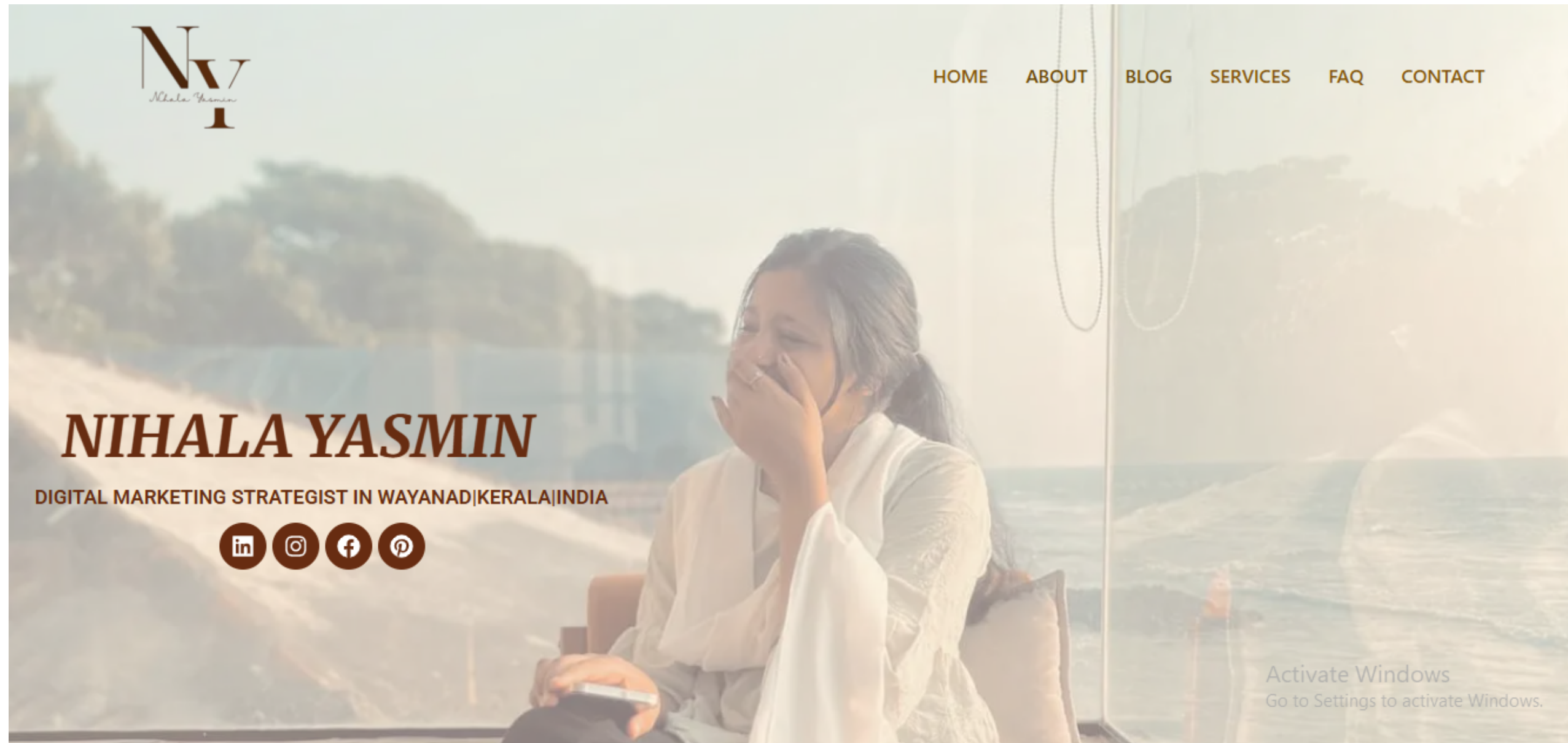
Designed and developed a user-friendly and visually engaging website for Travellers Nest Travel Consulting Agency, aligned with the brand identity and customer experience goals.



 Website: travellersnests.com

PERSONAL PORTFOLIO WEBSITE

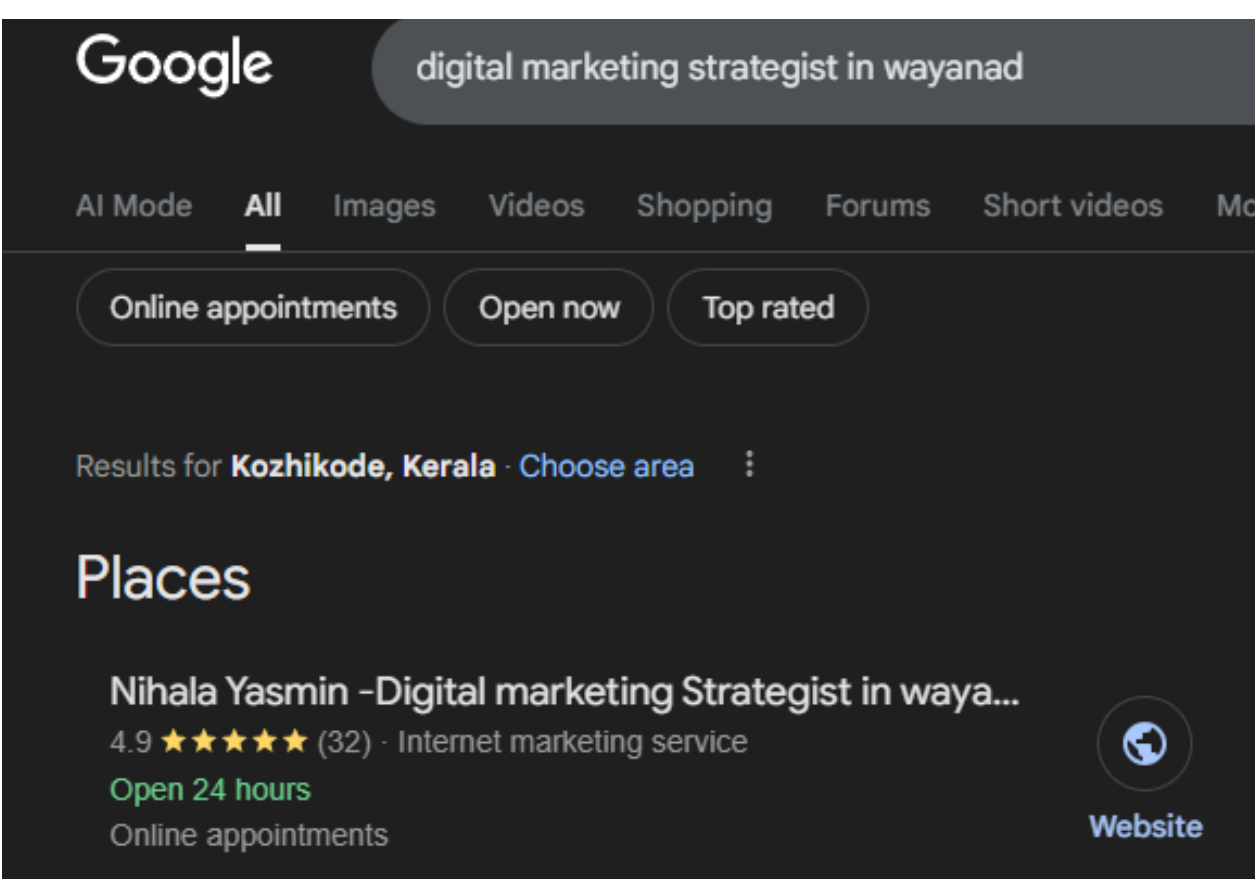
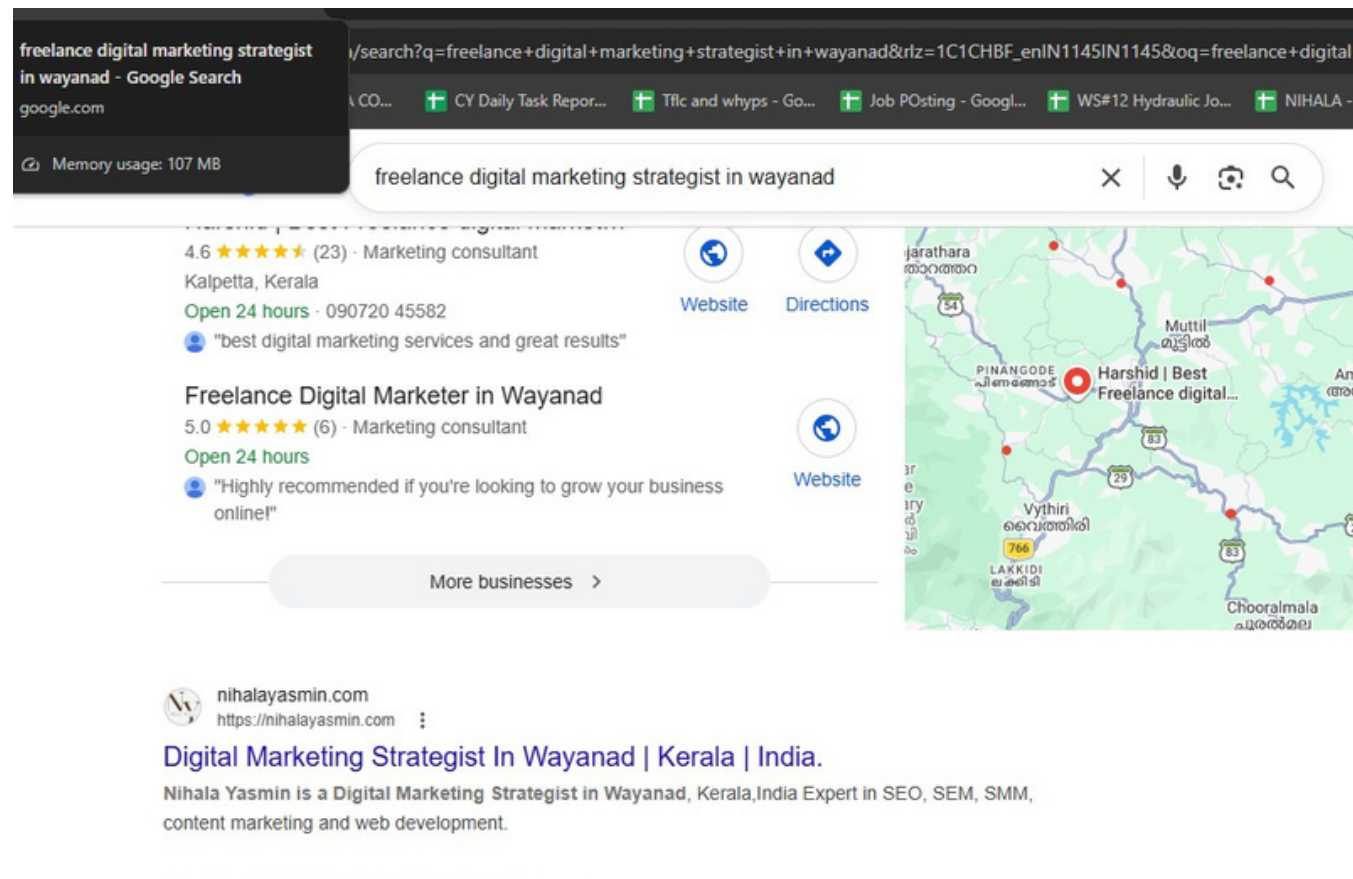
Designed and developed my personal portfolio website using WordPress and Elementor, with a strong focus on showcasing projects, expertise, and professional experience through a clean and engaging design.



 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

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