

# AYSHA NAUSHAD

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## PROFESSIONAL SUMMARY

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Results-driven Digital Marketing Executive with 3+ years of UAE and India market experience in performance marketing, SEO, Google Ads, Meta Ads, AI video creation, WordPress development, and social media strategy. Proven track record of executing high-performing digital campaigns across travel, education, entertainment, and corporate sectors. Skilled in campaign optimisation, lead generation, audience targeting, analytics, and content marketing with expertise in improving online visibility, engagement, and ROI. Strong technical background in website development, digital analytics, and creative content production aligned with UAE market standards.

## PROFESSIONAL EXPERIENCE

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### Digital Marketing Executive

Sep 2024 - Present

Aibiton Technologies L.L.C | Dubai, United Arab Emirates

- Designed and deployed 10+ WordPress websites including domain setup, hosting configuration, business email integration, theme customisation, and SEO implementation.
- Spearheaded Google Ads campaign for UKOK Malayalam film release across YouTube and Display networks, delivering 2.56 million impressions and 670,000 TrueView video views with an average CPC of AED 2.84 while optimising audience targeting and bidding strategy to maximise campaign reach within budget.
- Planned and executed Google Ads campaigns across Search, Display, and YouTube networks, optimising CPC, Quality Score, CTR, and conversion performance to maximise ROI.
- Executed local SEO and Google Business Profile optimization strategies to strengthen online visibility, improve local search rankings, and enhance customer engagement for retail businesses.
- Implemented advanced on-page SEO strategies including schema markup, metadata optimisation, internal linking, URL structuring, and image optimisation to improve search visibility.
- Conducted keyword research and competitive analysis using Google Keyword Planner, SEMrush, and Ubersuggest to support SEO and paid marketing strategies.
- Monitored campaign performance using Google Analytics and Google Search Console, generating monthly reports with actionable insights and optimisation recommendations.

### Senior SEO & Digital Marketing Executive

Jan 2024 - Jun 2024

Eurostudy's Study Abroad | Kerala, India

- Managed Meta Ads campaigns focused on student lead generation, audience segmentation, and conversion optimisation.
- Executed Google Ads campaigns to increase quality inquiries and improve enrollment conversion rates for study abroad programs.
- Redesigned and managed WordPress websites including landing page development, SEO optimisation, and content updates.
- Conducted SEO audits, keyword research, and competitor analysis using SEMrush and Google Keyword Planner to improve organic rankings.
- Tracked website performance, user behaviour, CTR, and search visibility using Google Analytics and Search Console.
- Created marketing creatives, social media visuals, and promotional materials using Canva for campaigns and events.

## Digital Marketing Executive

Jul 2022 - Dec 2023

Tripfinder Tours and Travels Private Limited | Dubai

- Managed and optimised WordPress websites to improve mobile responsiveness, technical SEO compliance, UX/UI, and page speed performance.
- Conducted SEO keyword research using SEMrush, Google Keyword Planner, and Ubersuggest to identify high-converting search opportunities.
- Implemented on-page and off-page SEO strategies including metadata optimisation, link building, internal linking, and content optimisation to improve SERP rankings.
- Analysed traffic patterns, conversion funnels, and campaign performance using Google Analytics to support data-driven marketing decisions.
- Executed social media campaigns across Instagram and Facebook to increase engagement, brand awareness, and customer inquiries.

## Academic Counsellor & Digital Marketer (Freelance)

Jan 2021 - Dec 2023

GM Academy | Kerala, India

- Managed Instagram and YouTube content strategies to improve student engagement and increase inbound inquiries.
- Planned, created, and edited promotional videos, educational content, and AI-assisted social media videos for digital platforms.
- Boosted mobile application downloads by 25–30% through organic content marketing, community engagement, and social media growth strategies without paid advertising.
- Increased course enrollments by 40% through strategic organic social media marketing, content planning, and audience engagement initiatives across Instagram and YouTube.

## EDUCATION

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### Bachelor of Technology (B.Tech) – Computer Science & Engineering

Jan 2017 - Dec 2021

Ilahia College of Engineering & Technology | India

### Higher Secondary Education

Jan 2015 - Dec 2017

TTHSS, Muvattupuzha | India

### Secondary Education

Jan 2015

SNDPHSS, Muvattupuzha | India

## TECHNICAL SKILLS AND TOOLS

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- Google Ads (Search, Display & YouTube)
- Meta Ads Manager
- WordPress CMS
- Meta Business Suite
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- AI Video Creation Tools
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google Keyword Planner
- Google My Business Optimisation
- Google Ads
- SEMrush

- Ubersuggest
- Canva
- Capcut
- Performance Marketing
- Audience Targeting & Retargeting
- Campaign Performance Analysis
- Conversion Optimisation
- Brand Awareness Campaigns
- Photography
- Mobile Videography

## **CERTIFICATIONS**

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- Google Ads Search Certification
- MERN Stack Development – TechMindz, NDimensions Solutions Pvt Ltd

## **LANGUAGES**

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- English – Fluent
- Malayalam – Native
- Hindi – Basic
- Arabic – Read & Write