

ASWIN J NAIR

Digital Marketing Executive — Performance Marketing | SEO | Social Media

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aswinonline.com | www.linkedin.com/in/aswin-j-nair-0a35a0305 | Available for UAE relocation, immediate joiner



PROFESSIONAL SUMMARY

Digital Marketing Executive with 8 industry certifications (Google, Meta, HubSpot, LinkedIn) and hands-on experience in digital marketing strategy, campaign management, and performance marketing across Meta and Google Ads lead-generation campaigns — from audience targeting and A/B testing of creatives to budget management and reporting on reach, engagement, and cost-per-lead. Skilled across SEO, paid social, marketing analytics, Shopify, and WordPress. Seeking a Performance Marketing or Digital Marketing Executive role in the UAE/GCC region.

CORE SKILLS

Digital Marketing Strategy • Google Ads (Search & Display) • Meta Ads (Facebook & Instagram) • TikTok & Snapchat Ads • SEO & SEM • Campaign Management • Content Marketing • Email Marketing • Lead Generation • Conversion Rate Optimization (CRO) • A/B Testing • Marketing Analytics • Budget Management • Google Business Profile • Performance Marketing • Shopify Store Setup • WordPress/Elementor • Canva • Amazon • Noon • LinkedIn Marketing • Excel

PROFESSIONAL EXPERIENCE

Performance Marketing Intern | Burj Buzz

Jun 2026 – Present

- Managed Meta Ads (Facebook & Instagram) lead-generation campaigns end-to-end — setup, Instant Forms, audience targeting, and ongoing optimization — maintaining a cost-per-click (CPC) in the AED 30–50 range.
- Planned and scheduled multi-platform social media content calendars, maintaining consistent posting cadence and brand presence across 2 channels.
- Compiled monthly performance reports on reach, engagement, and cost-per-lead for stakeholder review, using data to guide budget reallocation and creative iteration.
- Partnered with designers and copywriters to align creative assets with campaign goals, contributing to improved click-through and conversion rates.

PROJECTS

Personal Digital Marketing Portfolio — aswinonline.com | WordPress, Elementor, SEO

- Designed and built a fully responsive personal portfolio site; implemented complete on-page SEO and published SEO-focused blog content to drive organic traffic.
- Optimized site speed and mobile responsiveness, improving overall UX and navigation.

SEO Campaign | Independent Project

- Conducted keyword research and optimized on-page content targeting high-value search terms; built backlinks using white-hat techniques to improve organic visibility.

Shopify E-commerce Storefront | Independent Project

- Built and configured a Shopify storefront end-to-end, from store setup through product and payment configuration.

EDUCATION

Master of Computer Application (MCA) — APJ Abdul Kalam Technological University (2024 – 2026)

Bachelor of Science, Computer Science — Calicut University (2021 – 2024)

CERTIFICATIONS

Advanced Training in GCC Digital Marketing • Google Ads Search Certification • Google Ads Video Certification • Google Analytics Certification • Fundamentals of Digital Marketing (Google) • SEO Fundamentals • HubSpot Content Marketing Certification • Meta Blueprint Certification • LinkedIn Marketing Certification

TOOLS & PLATFORMS

Google Ads • Meta Ads Manager • Google Analytics 4 • Google Search Console • Google Tag Manager • Google Business Profile • Shopify • TikTok Ads Manager • Snapchat Ads Manager • Apollo • Canva • Amazon Seller Account • Noon Seller Account • Excel

LANGUAGES

English (Fluent) • Hindi (Basic) • Malayalam (Native)