

PERFORMANCE MARKETING · SEO · SOCIAL MEDIA

ASWIN J NAIR

Digital Marketing Executive building data-driven campaigns across Meta, Google, and organic search .



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PROFILE

About Me

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.

LANGUAGES

English

Fluent

Malayalam

Native

Hindi

Basic

8

Industry
Certifications

AED 30–50

CPC Range
Managed

2+

Ad Platforms
(Meta & Google)

3

Independent
Projects Shipped

Core Skills



Strategy & Campaigns

- Digital Marketing Strategy
- Campaign Management
- Lead Generation
- Budget Management



Paid & Social Media

- Google Ads (Search & Display)
- Meta Ads (Facebook & Instagram)
- TikTok & Snapchat Ads
- A/B Testing



SEO & Content

- SEO & SEM
- Content Marketing
- Email Marketing
- Conversion Rate Optimization



Analytics & Platforms

- Marketing Analytics
- Google Business Profile
- Shopify Store Setup
- WordPress / Elementor

Professional Experience



Performance Marketing Intern

Burj Buzz

June 2026 – August 2026

Managing end-to-end lead-generation campaigns with a sharp focus on cost efficiency and stakeholder reporting.



Managed Meta Ads (Facebook & Instagram) lead-gen campaigns end-to-end — setup, Instant Forms, audience targeting, and ongoing optimization — maintaining a 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, guiding budget reallocation and creative iteration.



Partnered with designers and copywriters to align creative assets with campaign goals, improving click-through and conversion rates.

SELECTED WORK

Projects



Personal Digital Marketing Portfolio

aswinonline.com · WordPress, Elementor, SEO

- Designed & built a fully responsive personal portfolio site
- Implemented complete on-page SEO with SEO-focused blog content
- Optimized site speed and mobile responsiveness for better UX



SEO Campaign

Independent Project

- Conducted keyword research on high-value search terms
- Optimized on-page content for target keywords
- Built backlinks using white-hat techniques to lift organic visibility



Shopify E-commerce Storefront

Independent Project

- Built and configured a Shopify storefront end-to-end
- Set up store structure, product catalog, and payment configuration
- Prepared the store for launch-ready operations

Education & Certifications

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

TOOLKIT

Tools & Platforms



Google Ads



Meta Ads Manager



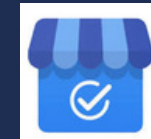
Google Analytics 4



Google Search Console



Google Tag Manager



Google Business Profile



Shopify



TikTok Ads Manager



Snapchat Ads Manager



Apollo



Canva



Amazon Seller Account



Noon Seller Account

LET'S CONNECT

Ready to drive performance for your next campaign.



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aswinonline.com

Available for UAE relocation — Immediate joiner