NASMA.AB
Fullstack Developer & Digital Marketing

PROFILE

Seeking the role of full stack developer cum digital marketing where I would be given an opportunity to utilize the theoreticalskills, sense of responsibility and efficiency to help the organization to grow and to add value to my academic background and interpersonal skills.

CONTACT

PHONE: +971 54 2269116
EMAIL: nazmabasheeril@gmail.com
Location: Dubai, UAE

PERSONAL DETAILS

Date of Birth: 20/03/1996
Nationality: Indian Marital
Status: Married

VISA STATUS

UAE residence visa
(Husband sponsored visa)

LANGUAGES

- English
- Malayalam

INTRESTS

- Travelling
- Reading

EDUCATION

Master of Computer Applications -MCA
Indira Gandhi National Open University (IGNOU), Government of India Certified

Bachelor of Computer Applications -BCA
University of Calicut, Government of India Certified

Diploma in Full Stack Developer
Python, Flutter, Html, css, Django, Flask

Diploma in Digital Marketing
S.E.O, S.E.M, S.M.M, E-mail Marketing, Affiliate Marketing.

CERTIFICATIONS

- Diploma in Digital Marketing (Aviv Digital)
- Diploma in Full stack Developer (Blugen)
- Diploma in Advance Excel (Rows & Columns)
- Diploma in Graphic Design(Nova iTpark)

Google
- Fundamentals of Digital Marketing
- Google Ads Display
- Google Ads Search

SEMrush
- SEO Fundamentals Exam
- C Language from G-Tec Computers
- Linux and Open office package from G-Tec Computers

SKILLS

- Worpress,Elementor,Wp Bakery
- Web master (Domian Handling,Host,webmail)
- Python(Django,Flask)
- Flutter(Dart)
- Html5,css,Javascript,Bootstrap,Jquery,Php,mysql
- SEO,SEM(Google Ads),SMO,SMM,GMB
- SQL
- Operating Systems: Windows, Ubuntu and Linux, Android,

DIGITAL MARKETING TOOLS

- Chatgpt
- Ahrefs
- Rankmath
- Google Search Console
- SEO Meta in 1 Click
- Yoast SEO
- Smush
- Copy.io
- Google Analytics, Google My Business

WORK EXPERIENCE

Nova iTpark. Calicut,Kerala,India
Full Stack Developer
March/2024 to February 2025

DUTIES AND RESPONSIBILITIES

- Create a product from scratch and supervise the general flow of the project.
- Programming scalable and clean code.
- Meeting deadlines and agreements with the customer.
- Designing product development strategies
- Selection of the most suitable technologies (including Framework like Django, Flask).
- Define social media KPIs and measure the success of every social media campaign.
- Developing front-end website architecture (including JavaScript, CSS and HTML5 and third-party Libraries such as Bootstrap, jQuery)
- Working alongside graphic designers for web design features
- Designing user interactives on web pages
- Weck with Content Managment System (CMS) like WordPress
- Developing back-end website applications (including PHP and Python)
- Manage domain registration and renewals ,DNS changing, creating host, creating webmail
- Plugin & Theme Management
- Customize themes and templates (using Elementor,WPBakery, or custom coding)
- Develop custom themes and child themes
- Create responsive, mobile-friendly designs
- Troubleshoot plugin and theme conflicts
- Familiarity with MySQL databases and the ability to write optimized database queries
- Perform regular website backups

WEBSITE LINKS

- https://techmend.in/
- https://nirotinge.com/
- https://clifton.qa/
- https://naamcos.com/
- https://reemgroupuae.com/
- https://drashnasclinic.com/
- https://seawaydiagnostics.com/
- https://wheelndeal.ca/
- https://pharmexformulations.com/(Keyword:maxdol er)
- https://citydiagnosticsmokeri.com/
- https://calicutelectricals.com/
- https://royalrunnersclubcalicut.com/
- https://nspaperproducts.com/
- https://oriontechnologies.co.in/

WORK EXPERIENCE

Insta Properties. Dubai, United Arab Emirates.
Digital Marketing Executive
November/2021 to August 2023

DUTIES AND RESPONSIBILITIES

- Recommend and implement the overall social media campaigns.
- Develop the weekly, monthly social media and events calendar on LinkedIn, Instagram, Facebook, Twitter.
- Create and manage posting calendar and engaging captions, image and video content accordingly for all social media platforms such as Instagram, Facebook, TikTok, Twitter, Snapchat and Pinterest.
- Advise on content creation to generate more followers and Enhance SEO
- Review traffic on company's social media Channels.
- Define social media KPIs and measure the success of every social media campaign.
- Generate leads through campaigns on the various media channels (Facebook, LinkedIn, Instagram, Google Ad) with a strong focus on leads and sake conversions.
- Analyze competitors marketing and social media presence on a weekly basis and raise summary report to management.
- Research and develop blogs for publication
- Adding details of the properties in various portal such as property finder.

WORK EXPERIENCE

Abkreative. Dubai, United Arab Emirates. Digital
Marketing Analyst
April/2020 to October/2021

DUTIES AND RESPONSIBILITIES

- Work with the development team to ensure SEO best practices are properly implemented onnewly developed code.
- Execute tests, collect and analyze data and results, identify trends and insights to achievemaximum ROI in paid search campaigns.
- Track, report, and analyze website analytics and PPC-pay per click; initiatives and campaigns.
- Manage campaign expenses, staying on budget, estimating monthly costs, and reconcilingdiscrepancies.
- Optimize copy and landing pages for search engine marketing.
- Perform ongoing keyword discovery, expansion, and optimization.
- Research and implement search engine optimization recommendations.
- Research and analyze competitor advertising links.
- Develop and implement link building strategy.
- Work with editorial and marketing teams to drive SEO in content creation and contentprogramming.
- Recommend changes to website architecture, content, linking, and other factors to improve SEOpositions for target keywords.
- Responsible for blog writing.

WORK EXPERIENCE

Acodez IT Solutions. -Calicut. India.
Digital Marketing Analyst

January/2019 to March/2020

DUTIES AND RESPONSIBILITIES

- Got good knowledge in Website Research, Keyword Research, on page Optimization, Googleanalytics setup, Google webmaster, off page optimization
  (PR Submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking etc.).
- Managed Search, Shopping & Display ads for major brands with total monthly ad spent ofaround $6000/month.
- Development and implementation of all paid search & paid social media activity.
- Delivery of market-leading paid search & paid social strategies.
- Ensure all performance strategies are seamlessly integrated with other areas of specialism.
- Management & development of multiple account executives.
- Managed daily interaction with account services team and clients, as well as internal andexternal troubleshooting.
- Managed various clients PPC campaigns to maximize search presence and ROI

GRAPHIC DESIGHNING TOOLS

- Canva
- Photoshop
- CorelDraw
- Freepick
- Behance
- Pngtree

AI TOOLS

- ChatGpt
- MetaAI
- Copiloet
- Deepseek
- Gemini
- Fiverr

I do hereby certify that the above particulars given by me are true and correct to the best of my Knowledge. If preferred to work in your esteemed organization, I would putin my best effort to uplift the organization.