

HISANA THASNIM

Digital Marketing Executive

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Sharjah, UAE | Indian - Visa Status: Dependent Visa

PROFESSIONAL SUMMARY

Enthusiastic and detail-oriented Digital Marketing Executive with a Diploma in Digital Marketing from Skill Mount Academy, Dubai, and hands-on internship experience. Skilled in SEO, Meta Ads, Google Ads, Social Media Management, WordPress, Canva, and GCC E-Commerce platforms including Amazon and Noon. Passionate about leveraging data-driven strategies and creative content to drive brand growth and digital presence in the UAE market.

INTERNSHIP EXPERIENCE

Digital Marketing Intern | *Epic Ventures, Dubai* 2026 | 3 Months

- Assisted in planning and executing digital marketing campaigns across social media platforms
- Supported SEO efforts including keyword research, on-page optimization, and content updates
- Created engaging visual content using Canva for social media posts and marketing materials
- Monitored and analysed campaign performance metrics using Google Analytics and Meta Ads Manager
- Contributed to email marketing campaigns and assisted in managing WhatsApp marketing automation
- Assisted in managing product listings and ads on GCC e-commerce platforms including Amazon and Noon

EDUCATION

Diploma in Digital Marketing 2026

Skill Mount Academy | Dubai, UAE

MA Economics 2023 – 2025

Lement College, Calicut University | Calicut, India

BA Economics 2020 – 2023

Lement College, Calicut University | Calicut, India

SKILLS

Digital Marketing: SEO (On-Page, Off-Page, Technical), Keyword Research, Competitor Analysis, Content Optimization

Paid Advertising: Meta Ads (Facebook & Instagram), Google Ads (Search, Display, YouTube, Shopping, PMax), A/B Testing

Social Media: Social Media Management, Social Media Audit, WhatsApp Marketing & Automation

E-Commerce: Amazon Listing & Ads, Noon Ads, Shopify, Meta Ads for E-Commerce, GCC Marketplace Ecosystem

Analytics & Tools: Google Analytics, Google Search Console, Google Tag Manager

Design & Content: Canva (Branding, Posts, Video, Logo), AI Content Creation Tools

Website: WordPress (Elementor, Plugins), Shopify Store Setup

CERTIFICATIONS

Diploma in Digital Marketing — Skill Mount Academy, Dubai | 2026

LANGUAGES

English | Malayalam