

NAJIYA ARIF

SEO & Social Media Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Professional with hands-on experience in SEO and social media marketing gained through an internship. Skilled in keyword optimization, content strategy, paid ad campaigns, and performance tracking, with strong analytical and communication strengths. Seeking to drive measurable growth in search visibility and audience engagement for a dynamic, growth-oriented organization.

PROFESSIONAL SKILLS

SEO | Keyword Research | On-Page & Off-Page Optimization | Google Ads | Meta Ads | LinkedIn Ads | TikTok Ads | Snapchat Ads | Amazon Advertising | Social Media Marketing (SMM) | Email Marketing | Audience Targeting (Custom & Lookalike) | Google Business Profile | Marketing Automation & CRM Tools | Content Strategy & Copywriting | WordPress | AI Tools (Google AI Studio) | Analytics & Reporting

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

2026 – Present

Educodeyaya | United Arab Emirates

- Improved content visibility and organic search reach by applying on page and off-page SEO techniques across web and campaign content.
- Strengthened audience engagement and brand presence by planning and managing social media content calendars and posting schedules.
- Increased campaign efficiency by supporting digital ad planning across platforms, monitoring performance and adjusting spend to boost results.
- Enhanced click through and engagement rates by writing and editing SEO focused marketing copy for websites, social media, and campaigns.
- Kept website and e-commerce listings accurate and optimized for search and conversion through regular content updates.
- Supported consistent campaign delivery by coordinating with team members to align content and SEO efforts with marketing timelines.

EDUCATION

Digital Marketing Training Program

Sep 2025 – Nov 2025

EduCodeyaya | Wayanad, Kerala, India

- Built practical experience planning and managing paid campaigns across Meta, Google Ads, LinkedIn, TikTok, Snapchat, and Amazon Advertising.
- Strengthened SEO knowledge through keyword research, on-page and off-page optimization, Google Business Profile setup, and web analytics to improve online visibility.
- Applied audience targeting strategies, including saved, lookalike, and custom audiences, to sharpen campaign relevance and reach.
- Gained working knowledge of technical marketing tools such as pixel setup, CRM platforms, and marketing automation to streamline campaign workflows.

Bachelor of Commerce (Finance)

University of Calicut, Kerala, India

CERTIFICATIONS

- Google Digital Garage (Digital Marketing Certification)
- Google Ads
- Microsoft certificate
- Instagram creator
- Meta Ads
- Amazon Ads

- HubSpot Content Marketing Certificate

LANGUAGES

English | Hindi | Malayalam

PERSONAL DETAILS

Nationality : Indian | Visa Status : Family Visa (UAE)

REFERENCES

Available up on Request