

NAHRA NIZAMUDEEN

Digital Marketing Executive | WordPress Developer | Digital Backend Manager

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive & WordPress Developer with **6+ years of experience** delivering measurable ROI across the UAE and GCC. Sole digital operator at BeingShe (Dubai) managing end-to-end paid campaigns across Meta, Google, and LinkedIn; SEO; social media; email marketing; WooCommerce; website infrastructure; master databases; digital asset inventories; and multi-platform coordination. Spearheaded digital marketing and operations for the **GulfNews x BeingShe Excellence Awards 2026** at the Museum of the Future, Dubai. Combines technical web development depth with strategic marketing execution — a rare hybrid profile that UAE-based digital teams actively seek. Immediate joiner on Spouse Visa.

CORE COMPETENCIES

Digital Marketing Strategy (UAE/GCC) • Meta, Google & LinkedIn Ads • SEO (On-Page, Technical, Local) • Email Marketing • Social Media Management • Content Strategy & Copywriting • Influencer & Partnership Marketing • A/B Testing • Event Marketing & Large-Scale Campaign Execution • Media Partnership Coordination • Marketing Analytics (GA4, Search Console, Meta Insights) • WordPress Development & Customisation • WooCommerce & Membership Stores • Elementor / WPBakery / Divi • Core Web Vitals & Speed Optimisation • Landing Page & Lead Funnel Design • Master Database & CRM Management • Digital Asset Management • Server Setup & Infrastructure (cPanel, Hostinger, GoDaddy) • HTML5, CSS3, JavaScript, PHP, MySQL • Website Security & SSL

PROFESSIONAL EXPERIENCE

Web Developer • Digital Marketing Executive • Digital Backend Manager — BeingShe, Dubai, UAE

2025 – Present

UAE women's empowerment platform — entrepreneurship, community & events. Strategic media partnership with Gulf News, the UAE's leading English-language media brand.

GulfNews x BeingShe Excellence Awards 2026 | Museum of the Future, Dubai | June 12, 2026

- **Pre-Event Campaign Strategy & Execution:** Led full-funnel paid media campaigns across Meta Ads, Google Ads (Search/Display), and LinkedIn Campaign Manager to drive event registrations, ticket sales, and brand awareness. Managed audience targeting, creative briefing, budget allocation, and real-time optimisation for CPL and ROAS.
- **Event Content & Digital Assets:** Coordinated production of all digital marketing collateral — social creatives, email campaigns, countdown content, and promotional videos — aligned to GulfNews and BeingShe brand guidelines; managed asset delivery timelines with internal teams and the GulfNews editorial/media team.
- **Operations & Stakeholder Coordination:** Served as primary digital point-of-contact between BeingShe and GulfNews — managing deliverables, approvals, go-live timelines, and coordination with event vendors and content creators for seamless on-ground and digital execution.
- **Post-Event Marketing & Reporting:** Led post-event content strategy — video highlights, winner announcements, and media coverage distribution. Produced cross-channel performance reports covering reach, engagement, conversions, and ROI.
- **BeingShe Club Promotion:** Leveraged the Excellence Awards platform to drive membership sign-ups, integrating upsell flows across email sequences and landing pages.

Ongoing Digital Operations

- **Paid Campaigns:** Plan and execute full-funnel campaigns on Meta Ads, Google Ads (Search/Display), and LinkedIn Campaign Manager — optimising for CPL, ROAS, and conversions across event registrations and membership sign-ups.
- **Social Media Management:** Manage BeingShe's Instagram and LinkedIn — content calendars, copywriting, scheduling, community engagement, and follower growth strategy.
- **Email Marketing:** End-to-end campaign management via Mailchimp — list segmentation, A/B testing, and performance reporting (open rate, CTR, revenue attribution).
- **Content Writing & Publishing:** Write and publish SEO-optimised blogs, landing page copy, newsletters, and social captions aligned to brand voice and keyword strategy.
- **Website & WooCommerce:** Sole owner of the BeingShe WordPress site — landing page builds, plugin maintenance, theme customisation, and UX improvements. Developed and manage the WooCommerce store for event ticketing and memberships with integrated payment gateways and upsell flows.
- **Master Database & Digital Asset Management:** Maintain accuracy of all company databases (members, attendees, partners, lead pipelines) and organise all digital assets, media libraries, brand files, and credentials in a structured, version-controlled system.

- **SEO & Analytics:** Implement technical SEO audits, keyword strategy, and on-page optimisation; report on GA4, Search Console, and ad platform KPIs with actionable insights.
- **Server & Infrastructure:** Manage hosting (cPanel/Hostinger), SSL, database connectivity, security hardening, and uptime monitoring.

Senior Web Developer — GOGEEKZ Inc., Canada (Remote)

2023 – 2025

- Designed and developed SEO-compliant WordPress websites and high-converting landing pages for diverse client verticals across the UAE.
- Led server integration, deployment, maintenance, and security monitoring for multiple live production websites simultaneously.
- Conducted comprehensive website audits — improving Core Web Vitals, PageSpeed scores, and technical SEO compliance.
- Independently owned full-cycle projects from UI/UX wireframing through development, deployment, UAT, and post-launch support.

Web Developer — Promptech Solutions, India

2021 – 2023

- Developed custom, mobile-responsive WordPress websites with full cross-browser compatibility for B2B and B2C clients.
- Customised themes and plugins to client branding specs; integrated servers and MySQL databases; delivered ongoing technical support.

Junior Web Developer — Smartipz Business Solutions, India

2019 – 2021

- Built WordPress sites to modern UI/UX standards; implemented PHP-MySQL integrations and SEO updates.
- Collaborated with senior developers to deliver projects on schedule and within scope.

INTERNSHIP EXPERIENCE

Digital Marketing Intern — Inmakes Infotech, Kochi, India

Aug 2024 – Nov 2024

- Applied SEO fundamentals, keyword research, and content optimisation to live client campaigns.
- Hands-on experience with Meta Ads (Facebook & Instagram) and GA4 campaign tracking; conducted competitor analysis and supported landing page optimisation.

EDUCATION & CERTIFICATIONS

B.Tech — Computer Science, Kerala Technological University (KTU) | CGPA: 7.23

2015 – 2019

Certifications: Advanced UI/UX Development · Google Analytics 4 (GA4) · Technical SEO · Google Search Console

TOOLS & PLATFORMS

Advertising: Meta Business Suite · Google Ads · LinkedIn Campaign Manager · Google Tag Manager

Analytics: Google Analytics 4 (GA4) · Google Search Console · Meta Insights · Hotjar

SEO: Semrush · Ahrefs · Yoast SEO · Screaming Frog

Email / CRM: Mailchimp · HubSpot (Basic) · ActiveCampaign

Social / Content: Hootsuite · Buffer · Canva · CapCut

Web / Dev: WordPress · WooCommerce · Elementor · WPBakery · Divi · cPanel · Git · MySQL · PHP · HTML5 · CSS3 · JavaScript · Bootstrap

Productivity: Google Workspace · Trello · Slack · Zoom

KEY STRENGTHS & LANGUAGES

- Data-driven decision-making — tracks ROI, ROAS, CPL, CTR across all campaigns.
- Translates business objectives into technical execution across web and marketing; full-stack digital operations ownership from strategy to deployment.
- Event marketing, large-scale integrated campaign execution, and media partnership coordination (GulfNews x BeingShe).
- Fast learner with strong cross-functional collaboration and stakeholder communication.
- **Languages:** English (Fluent) · Hindi (Proficient) · Malayalam (Native).

Open to immediate opportunities across Dubai & the GCC | Available for in-person and remote roles