Ayishath Nishana
Digital Marketer
+917411340652| ayishathnishana92@gmail.com | Manglore karnataka

CAREER SUMMARY

Results-driven and creative Digital Marketer with experience in digital content creation, social media marketing, campaign support, and brand promotion. Skilled in Meta Ads, social media management, SEO fundamentals, keyword research, website management, content marketing, and AI-powered marketing tools. Experienced in creating marketing creatives and promotional content to improve brand awareness and audience engagement. Strong technical, creative, and analytical skills with the ability to support digital campaigns and contribute to business growth.

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AREAS OF EXPERTIZE

- Digital Marketing
- Social Media Marketing
- Meta Ads
- Performance Marketing
- Campaign Management
- Audience Targeting
- Social Media Management
- Search Engine Optimization (SEO)
- Keyword Research
- Competitor Analysis
- Website Management.

EDUCATOINAL QUALIFICATIONS

- Digital Marketing at Toledo Institute of Exellence — August 2026
- Higher Secondary, Melkar Women's PU Collage
- SSLC, Govt High School Kolnadu Kadumata

SKILLS AND STRENGTHS

- **Collaboration & Client Management:** Cross-Functional Teamwork, Client Feedback Integration, Creative Problem Solving, Project Deadline Management.
- **Communication and Teamwork**: Able to communicate ideas clearly and work effectively with team members. Comfortable collaborating on marketing campaigns, content, and creative projects.
- **Advanced skills** in MS Excel, MS Word, MS PowerPoint and Outlook
- **Meta Ads:** Knowledge of creating and managing Facebook and Instagram advertising campaigns. Familiar with campaign objectives, audience targeting, ad creatives, and basic performance monitoring.
- **Website Management:** Knowledge of website creation, content updates, and basic website management. Able to support website optimization and maintain a user-friendly digital presence.
- **Time Management:** Able to effectively prioritize tasks and manage multiple marketing activities within deadlines. Skilled in planning work efficiently to ensure campaigns, content, and projects are completed on time.