

# NASNEEN A

## CONTACT

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## EDUCATION

### FATHIMA COLLEGE OF PHARMACY

Diploma In Pharmacy [D Pharm]  
[2018]

### SKILL MOUNT ACADEMY

GCC Digital Marketing  
[2025 - Present]

## SKILLS

- Digital Marketing Fundamentals
- WordPress Website Development
- Search Engine Optimization (SEO)
- Meta Ads (Facebook & Instagram)
- Google Ads (Search, Display, YouTube, Performance Max – Basics)
- Social Media Management
- Campaign Setup & Optimization
- Conversion Tracking & Pixel Setup
- Google Analytics & Google Tag Manager (Basics)
- Marketplace Marketing (Amazon & Noon – Basics)
- WhatsApp Automation & Marketing
- Canva Design & Branding

## ABOUT ME

Aspiring Digital Marketer currently pursuing professional training at Skillmount Academy. Skilled in WordPress website development, SEO, Meta Ads, Google Ads, and social media marketing. Transitioned from a pharmacy background, bringing strong attention to detail, analytical thinking, and customer-focused execution. Actively seeking freelance projects and internship opportunities to apply digital marketing skills and gain hands-on experience.

## CAREER OBJECTIVE

To grow as a Freelance Digital Marketer and Digital Marketing Intern by working on real-world projects, improving campaign performance, and helping businesses establish and scale their online presence

## WORK EXPERIENCE

### FREELANCE DIGITAL MARKETER [INTERN]

- Built WordPress websites for practice projects.
- Performed keyword research and basic SEO.
- Planned mock Meta and Google ad campaigns.
- Designed creatives using Canva.
- Analyzed performance data for learning and optimization.

### PHARMACIST

- Handled accurate medication dispensing.
- Customer counseling.
- Inventory management.
- Compliance with safety standards.