



# Naila Rizvan

Digital Marketing & Blockchain Trainer | Digital Marketing Specialist

Seasoned Digital Marketer & Expert Trainer with over 5 years of experience building and implementing strategies focused on SEO, email marketing, creating, executing & optimizing social media strategy for a start-up company which resulted in a 50% increase in quarterly sales.

## Education

2001-2005

**B.Tech in Electronics and Communication**

Govt. Engineering College, Thrissur, Kerala, India

## Expertise

- Social Media Marketing
- Email Marketing
- Content Marketing
- Blockchain
- Crypto Wallet Creation
- Brand Building
- Facebook Ads
- Lead Generation
- WordPress
- SEO
- SEM
- Keyword Research
- Google Analytics
- MailChimp

## Certifications

**IELTS Score - 8.5**

05/2023 - 04/2025

**The Fundamentals of Digital Marketing**

08/2022 - Present

Google Digital Garage Certified

**Content Marketing**

08/2022 - 09/2024

HubSpot Academy Certified



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Doha, Qatar



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## WORK EXPERIENCE

**Jun 2020 - Oct 2022**

Asheghar Digimentors / Digitalatto - Doha, Qatar

### Digital Marketing & Blockchain Trainer

- Conducted over 500+ individual and group trainings for clients as well as newly recruited team on various topics including but not limited to - Brand Building, Email Marketing, Affiliate Marketing, SMM, SEO, Keyword Research etc.
- Conducted over 100+ individual and group trainings on the basics of Blockchain, Cryptocurrency, Mining, NFT including practical sessions on Wallet creation, Buying/Swapping crypto.
- Researched and finalized long tail keywords to curate search engine optimized (SEO) content such as blogs, social media posts, and videos for online distribution to ensure optimized organic ranking.
- Leveraged social media campaigns to increase brand loyalty and awareness while driving traffic to desired conversion points.
- Worked alongside CEO and other project heads to develop social media and inbound marketing campaigns for the company.
- Identified and executed improvements for processes, content, and lead generation.

Contact: Mr. Shan, CEO of Asheghar Digimentors - [ceo@digitalatto.qa](mailto:ceo@digitalatto.qa)

**Oct 2017 - May 2020**

By Umm Mu Handmade / Modestly - Doha, Qatar

### Digital Marketing Specialist

- Content Planning, Poster Design, Posts Scheduling and Performance Tracking across social media platforms ensuring maximum reach.
- Successfully spearheaded campaigns on Social Media platforms using Pixel, Tags, A/B Testing, Audience Demographics & Psychographics, Retargeting, KPI Metrics and Conversion Tracking resulting in 50% increase in quarterly sales.
- Maintaining a responsive e-commerce WordPress website.
- Administered Email Marketing Strategy - Planning, Email creatives & content, Audience segmentation, Testing, Deployment, Delivery, and Metrics Reporting.

Contact: Ms. Shafna Ameen, Owner of BUM Handmade & Modestly - [shafna@gmail.com](mailto:shafna@gmail.com)

## Awards

### Best Trainer

2020

Asheghar Digimentors

- Awarded for outstanding performance as trainer providing one-to-one mentoring and training sessions helping clients to scale their online business

### Samaritan of District 116

2021 - 2022

District 116, Toastmasters International

- Awarded for supporting other clubs by taking up roles in their meetings

### Best Video on "Why Toastmasters?"

2021 - 2022

District 116, Toastmasters International

- Awarded for creating a video on "Why Toastmasters?"

## Languages

### English

Full Professional Proficiency

### Malayalam

Native or Bilingual Proficiency

### Hindi

Professional Working Proficiency

## Personal Details

DOB: 18-10-1983

Female

Married

Indian

Husband Sponsorship Visa



## WORK EXPERIENCE



Nov 2005 - Mar 2010

iGate Global Solutions - Bangalore, India

### Senior Software Engineer / SAP ABAP Consultant

- Created Security Reports to assign/delete/modify profiles and parameters assigned to users.
- Prepared development estimates, technical & functional specification based on the business requirement of the client.
- Development & Modification of SD, MM, PP & FI reports(Classical & Interactive).
- Development & Modification of SAP Scripts & Function Modules.
- Unit testing & Bug fixing of reports.

Contact: Ms Maheshwari Venkatraman - maheshwari.venkataraman@gmail.com



## VOLUNTEER EXPERIENCE



Jul 2023 - Till Date

District 116, Toastmasters International

### Division Director

- Organized multiple training sessions
- Responsible for team of 4 Area Directors and 15 clubs
- Conducted Educational Modules in various events
- Resolving conflict diplomatically, delivery of tactful and constructive feedback

Contact: Mr. Ravishankar J, District 116 Director - tmravishankarj@gmail.com



Jul 2022 - Jun 2023

District 116, Toastmasters International

### Area Director / Club President

- Conducted PR Training on Social Media Promotions
- Conducted a hybrid Area Confluence Meeting (3 clubs combined)
- Built a cohesive team and ensured all tasks are completed

Contact: Mr. Sivakumar Raju, Division Director 2022-23 - siva2465@gmail.com



Jul 2021 - Jun 2022

District 116, Toastmasters International

### Club Vice President Education

- Managed club schedule and planned meetings
- Conducted Club Annual Speech Contest
- Motivated members to complete their projects

Contact: Mr. Sivakumar Raju, Club President 2021-22 - siva2465@gmail.com



Jul 2020 - Jun 2021

District 116, Toastmasters International

### Club Vice President Public Relations | District Webmaster

- Developed and maintained club social media pages
- Development of a social media plan across multiple platforms while adhering to branding guidelines
- Designed brand compliant posters
- Designing & Maintaining a responsive WordPress website

Contact: Mr. Mahroof al Haq, Club President 2020-21 - mahroofhaq@gmail.com