

NASHIF ALI

DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Data-driven Digital Marketer and Economics graduate with hands-on experience in managing end-to-end brand growth. Expert in Meta & Google Ads, SEO, and content strategy. Proven track record of launching and scaling a niche fragrance brand (Jordan Luxe) using AI-integrated marketing tools and "vibe coding" for web development. Seeking to leverage analytical economics background and "M-shaped" digital skills to drive ROI for global brands.

PROFESSIONAL SKILLS

Strategic Planning Content Strategy
Project Management Web Development

TECHNICAL SKILLS

Performance Marketing Design & Media
Marketing Automation SEO & Analytics

PROFESSIONAL EXPERIENCE

Digital Marketing Intern | Beegains IT Solutions

Feb 2026 - Present

- Performance: Managed Meta Ads for 5+ clients, achieving a 20% average increase in CTR.
- SEO & Web: Executed on-page SEO audits and optimizations to boost organic search rankings.
- Creative: Produced high-engagement video content and social graphics in collaboration with design teams.
- Analytics: Tracked and reported campaign ROI using Google Analytics and HubSpot.

Internship, XarrowAI Industries

Jun 2022 - Aug 2022

- Brand Launch: Built a niche fragrance brand from concept to launch, including product formulation.
- Development: Deployed an AI-integrated e-commerce site using "vibe coding" and Vercel.
- Growth: Led social media strategy and targeted ad campaigns to build a loyal customer base.
- Strategy: Applied economic modeling for pricing, supply chain management, and margin analysis.

EDUCATION

Digital Marketing Certification (AI-Integrated)

Feb 2026 – June 2026

Beegains Academy, Malappuram

Bachelor of Arts in Economics

2020 – 2023

Calicut University

PROJECTS & CERTIFICATIONS

- Personal Portfolio Website: Built using AI-assisted development and Vercel; optimized for SEO and mobile performance.
- Meta Certified Digital Marketing Associate: (Expected 2026)
- Google & HubSpot Certifications: Inbound Marketing, SEO, and Google Ads Search.

ADDITIONAL INFORMATION

- Languages:** English, Arabic, Hindi, Malayalam.
- Interests:** Entrepreneurship, Perfumery (Product formulation), AI Technology Trends, and Football.
- Availability:** Ready to relocate for the right opportunity; available for freelance projects.