FAAIZA MARYAM

Digital Marketing Executive | SEO & Performance Marketing

Abu Dhabi, UAE
✉ maryamfaaiza@gmail.com
📞 +971 50 648 2784
🌐 www.faaizamaryam.com
LinkedIn: https://www.linkedin.com/in/faaiza-maryam/

Results-driven and detail-oriented Digital Marketing Professional with practical training in Search Engine Optimization (SEO), website optimization, performance marketing, and digital analytics. Completed KHDA-approved Digital Marketing Internship and multiple industry certifications including Google Ads, Meta Ads, and LinkedIn Marketing. Skilled in improving website performance, optimizing content for search engines, and tracking marketing performance using Analytics tools. Passionate about continuous learning and contributing to business growth in a dynamic Digital Marketing environment.

CORE SKILLS

Digital Marketing

- Search Engine Optimization (On-Page SEO, Technical SEO, Keyword Research)
- Google Ads & Paid Campaign Basics
- Meta (Facebook & Instagram) Advertising
- LinkedIn Marketing & Campaign Strategy
- Website Optimization & Page Speed Improvement
- Content Strategy & Digital Branding
- Social Media Marketing
- Conversion Optimization (UX Basics)
- Performance Tracking & Reporting

Technical & Tools

- Google Analytics
- Google Search Console
- PageSpeed Insights
- WordPress & Elementor
- Canva & Creative Design
- Basic Video Editing (DaVinci Resolve)

PRACTICAL EXPERIENCE

Digital Marketing Intern — Skillmount Academy (KHDA Approved) | 2026 – Present

- Applied on-page SEO techniques including meta titles, descriptions, headings, and content optimization
- Conducted keyword research to support SEO and content strategy
- Assisted in website performance and PageSpeed optimization
- Worked with WordPress website structure and technical SEO basics
- Monitored traffic and performance using Google Analytics & Search Console
- Supported content creation and digital branding activities

PROJECT EXPERIENCE

Personal Portfolio Website — www.faaizamaryam.com

- Designed and optimized a professional digital marketing portfolio website
- Implemented SEO-friendly structure, metadata, and content optimization
- Improved mobile & desktop performance through font, script, and cache optimization
- Conducted performance audits using PageSpeed Insights
- Applied real SEO and website optimization strategies

EDUCATION

Bachelor of Arts (BA in Arabic)

Islamic College Mannam, India | 2020 – 2023

Higher Education

Islamic College Mannam, India | 2018 – 2020

CERTIFICATIONS

- Digital Marketing Course Completion — Skillmount Academy
- KHDA Approved Digital Marketing Certification — Skillmount Academy (UAE)
- Digital Marketing Internship Certification — Skillmount Academy
- Entrepreneurship & Business Certification — Epic Ventures (UAE Registered)
- Google Ads Certification — Search, Display & Fundamentals
- Meta (Facebook & Instagram) Ads Certification
- LinkedIn Marketing Certification

LANGUAGES

- English — Professional
- Arabic — Intermediate
- Malayalam — Native