

FATHIMA FIDA C

Digital Marketer

+971 545966799 | fidasajith@gmail.com | Ajman, UAE

PROFESSIONAL SUMMARY

Motivated and detail-oriented Digital Marketing professional currently pursuing hands-on training at SkillMount Academy (KHDA – Dubai Certified). Equipped with practical knowledge in Meta Ads, Google Ads, Search Engine Optimization (SEO), social media management, and content creation. Skilled Arabic and English typist with experience in UAE government documentation and legal translation. Creative and highly organized with strong copywriting, poster making, and video production skills. Eager to contribute fresh digital marketing expertise and grow within a dynamic marketing environment in the UAE.

CORE COMPETENCIES

Meta Ads & Facebook Ads	Google Ads (Search/Display)	Search Engine Optimization (SEO) & Keyword Research
Performance Marketing	Social Media Management	Copywriting
Analytics & Reporting	Poster Making	Video Production
Arabic & English Typing	UAE Document Processing	Website Development
Email Marketing	LinkedIn Marketing	AI Tools for Marketing

DIGITAL MARKETING SKILLS

Performance Marketing :- Google Ads (Search, Display), Meta Ads Manager, campaign creation, audience targeting, A/B testing, budget management, ROI tracking and conversion optimization

Social Media Management :- Instagram, Facebook, LinkedIn, TikTok management, content calendar planning, scheduling, community engagement, social media analysis and reporting

Search Engine Optimization (SEO) :- Keyword research, on-page & off-page SEO, content optimization, Google Search Console and performance tracking

Website & Technical Skills :- WordPress website development, Elementor & CMS management, website performance tracking and optimization

Content Creation & Copywriting :- Copywriting for social media, ads and campaigns, poster making, video content creation, creative idea generation and content team coordination

Email & LinkedIn Marketing :- Email campaign creation, audience segmentation, performance tracking, LinkedIn content strategy and B2B outreach

Tools & Analytics :- Google Analytics, Meta Business Suite, Google Search Console, Canva, CapCut, Microsoft Office Suite

WORK EXPERIENCE

Trainee Typist

Jan 2024 – Mar 2024

Al Manama Typing and Business Consultancy | Ajman, UAE

- Assisted in typing and formatting official documents in both Arabic and English
- Handled Emirates ID and medical typing processes with high accuracy
- Gained hands-on experience with UAE government documentation and typing procedures
- Maintained accuracy, organized files, and supported customer service
- Typing speed: 55 words per minute (bilingual Arabic/English)

CERTIFICATIONS

GCC Digital Marketing Program — SkillMount Academy
(KHDA – Dubai Certified)

Feb 2026 – Present

- Practical training in Search Engine Optimization (SEO), Google Ads, Meta Ads, social media marketing, and analytics

- Hands-on projects in campaign creation, website development, and performance tracking

Typing with Automation — Index Academy, Kerala, Kottakkal	2024
Arabic and English Legal Translation — Index Academy, Kerala, Kottakkal	2024

EDUCATION

BA Arabic — University of Calicut	2024
Higher Secondary Education (Computer Commerce)	2021
SSLC — Kerala State Board	2019