

UBAID SHOWKAT MALIK

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EXPERIENCE

DIGITAL MARKETER WITH 8+ MONTHS OF HANDS-ON EXPERIENCE IN SEO, GOOGLE ADS, META ADS, SMM, GOOGLE ANALYTICS AND WORDPRESS WEBSITE MANAGEMENT. SKILLED IN CREATING PERFORMANCE-DRIVEN CAMPAIGNS, MANAGING CONTENT STRATEGIES, AND OPTIMIZING WEBSITES FOR TRAFFIC AND LEADS. SEEKING A DIGITAL MARKETING ROLE IN THE GULF REGION TO DRIVE RESULTS AT SCALE

Professional Experience

- **Digital Marketing Intern**

- DigiSkillz Academy—Kochi, Kerala
Feb 2025 – Present
- Created SEO-optimized content calendars and Instagram posts using Canva.
- Executed Meta Ads brand awareness campaigns for course promotion in Kerala.
- Assisted in keyword research and blog SEO using Rank Math and Ubersuggest.
- Helped manage lead generation strategies via Google Ads (Search & Display).
- Monitored campaign metrics using Google Analytics and Meta Business Suite.
- Digital Marketing Intern – Digiskills Academy – Kochi, India – Nov 2024 – Present
- Created an SEO content strategy and optimized blog posts for improved keyword rankings.
- Designed and managed an Instagram content calendar for 4 weeks using Canva and ChatGPT.
- Supported lead generation campaigns using Meta Ads Manager for local clients.
- Performed on-page SEO for CBAA Academy using Rank Math and Google Search Console.

- **Performed SEO for CBAA Academy – Kochi, India.**

Jan 2025 – Feb 2025

- Targeted keyword: "Accounting course in Kochi"
- Optimized title tags, meta descriptions, internal linking, and heading structure
- Created blog outline and sitemap to increase organic search visibility
- Tools: Ubersuggest, Rank Math, GSC, Google Analytics.

- **SEO Content Writer (Blog Project)**

- **Marketing with Malik – Personal Blog**

Nov 2024 – Present

- Wrote 10+ SEO-optimized blog articles on digital marketing topics.
- Researched low-difficulty keywords using Ubersuggest.
- Shared posts via LinkedIn and optimized content for traffic using Rank Math.

- **WordPress Website Creator (Self Project)**

- **mallikubaid.in – Personal Portfolio Website**

Jan 2025 – Present

- Built a responsive, SEO-optimized personal site using **Astra + Elementor**.
- Integrated portfolio sections, contact form, WhatsApp button, and blog using WordPress.
- Optimized for speed, SEO structure, and mobile usability.

- **Meta Ads Campaign – Qatar Exhibition**

- **Client Project – Targeted Malayalam Audience in Qatar**
March 2025
- Ran a **5-day awareness campaign on Facebook & Instagram** targeting Malayalam-speaking users in Qatar.
- Set custom targeting for regions like Doha and tailored creatives.
- Achieved **40,000+ impressions** and a **6.5% engagement rate**.
- Tools Used: Meta Ads Manager, Canva, Audience Insights.

EDUCATION

PUNJAB TECHNICAL UNIVERSITY,
Bachelor of Business administration, specialized in marketing

punjab, India
2021 – 2024

Diploma in Digital Marketing – 2024-25

kochi, kerala

LANGUAGES

Fluent in English, Urdu/Hindi, and Kashmiri.