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📍 Al Ain, Abu Dhabi, UAE

Education

Digital Marketing
Skillmount Academy
2024-2025

Bachelor of Technology
Kannur University
2014-2018

Expertise

Digital Marketing

Website Building

Email Marketing

SEO

Software Testing

Language

English

Hindi

Malayalam

MUSABBIHA MUSTHAF A

Digital Marketing

👤 Profile

Motivated and detailed-Oriented Digital Marketing Expert with strong foundation in Software Testing and a passion for leveraging data to drive digital marketing success. Adept at analyzing website performance, optimizing user experience and applying technical skills to improve marketing outcomes. Eager to apply a mix of analytical thinking, problem-solving abilities and creativity to create impactful digital campaigns. Quick to learn new tools and stay uptodate with the latest marketing trends.

📁 Work Experience

2024

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Present

Intern

Digital Marketing

- Working with the wider development team.
- Manage website design, content, and SEO Marketing, Branding and Logo Design

Nivid Solutions

Software Test Engineer

- Collaborated with the development team to perform manual and automated testing on web and mobile application.
- Developed test plans, executed test cases and identified bugs to better product performance and user experience..
- Worked with QA tools like Selenium and JIRA, identifying issues that impacted user experience, which was directly applicable when analyzing website performance for marketing campaigns.
- Conducted cross-browser and devise compatibility tests, ensuring web applications work seamlessly, similar to ensuring website usability for digital marketing initiatives.
- Test cycles includes areas in functionality/feature implementation, smoke test, usability, regression, migration, analytic testing and bug fix verification.

2018

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2021