Musabbiha Musthafa

Digital Marketing Specialist.

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Visa status: Spouse Visa

PROFESSIONAL PROFILE

Productive digital marketing professional with a strong background in software testing and a passion for utilizing data to generate significant, performance-based outcomes. Hands on practical experience of the digital marketing landscape in the GCC. Skilled at using powerful SEO strategies for stronger online growth and experienced over a variety of digital platforms, such as SEM, SMM, email marketing, eCommerce, Google Ads, and Meta Ads.

EXPERIENCE

Epic Venture, Abu Dhabi — *Digital Marketing Intern*

March 2025 - Present

- Supported in campaigns on Google Ads and Meta Ads
- Conducted keyword research and optimized content for SEO
- Wrote SEO-friendly blogs and created content for social media (sales, organic, posters, etc.)
- Managed content calendars and scheduled posts across Instagram, Facebook & LinkedIn
- Researched trends and prepared brand analysis and content plans for live projects
- Optimized Google Business Profiles for local SEO
- Performed website audits and suggested SEO improvements
- Tracked campaign performance using Google Analytics
- Used tools like Ahrefs, SEMrush, GSC, Keyword Planner for SEO; Mailchimp for emails; Canva for creatives
- Designed and updated web pages using WordPress and Elementor

Nivid Solutions, Kannur — *Quality Assurance Engineer*

June 2019 - 2021

- Executed manual and automated test cases for web and mobile apps
- Logged and tracked bugs in JIRA; managed full bug lifecycle
- Performed cross-browser/device testing for smooth user experience
- Automated UI (Cucumber) and API tests using custom frameworks
- Conducted functional, regression, smoke, migration & analytics testing
- Ran SQL queries for backend data validation
- Collaborated with developers in daily scrums; ensured timely build sign-off
- Reported QA status to product managers and participated in client meetings
- Used tools like Selenium, Postman, and JIRA to enhance product quality

EDUCATION

Advanced Diploma in GCC Digital Marketing (KHDA Certified) — *Skill Mount Academy* - October 2024 - April 2025

Bachelor of technology in Electronics and Communication Engineering — *Kannur University* - Aug 2014 - July 2018

LANGUAGES

English (Fluent), Malayalam (Native), Hindi (Intermediate)

SKILLS

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Website building (WordPress & Elementor)
- Google Ads & Meta Ads
- Social Media Marketing (Facebook, Instagram, LinkedIn)
- Content Marketing & Strategy
- Email Marketing
- Google Analytics & Conversion Tracking
- eCommerce Marketing
- Canva & Creative Content Tools
- Keyword Research & On-page Optimization
- Website Performance Optimization
- PPC Campaign Management
- A/B Testing & Campaign Analysis
- Marketing Automation Tools
- Reporting & Data Analysis
- Strong Communication & Collaboration Skills
- Quick Learner & Adaptable to New Tools
- Software Testing