

FOUSIYA PK

Digital Marketer

Ajman, UAE | 0522098578 | fousiyapk9895@gmail.com | fousiyapk.com

PROFESSIONAL SUMMARY

Digital Marketer with hands-on experience across SEO, WordPress website development, social media marketing, content strategy, and campaign planning. Skilled in growing brand visibility through data-informed content, keyword optimisation, short-form video production, and AI-assisted content creation. Background in journalism and storytelling strengthens brand voice, copywriting, and audience engagement. Fluent in five languages, proficient in Canva and Adobe Creative Suite, with experience managing digital projects end-to-end for clients and brand accounts. Seeking a Digital Marketer role to drive measurable brand growth through integrated, data-driven marketing strategy.

CORE COMPETENCIES

Digital Marketing: SEO (On-Page & Keyword Research) | WordPress Website Development | Content Marketing Strategy | Campaign Planning | Brand Positioning

Social Media Marketing: Content Calendar Planning | Post Scheduling | Community Management | Audience Engagement | Platform Strategy (Instagram, Facebook, LinkedIn)

Content Creation: Short-Form Video | Graphic Design | Copywriting | Visual Storytelling | Photography | Script Writing

Analytics & Optimisation: Engagement Analytics | Performance Reporting | Content Optimisation | Brand Guidelines Compliance | KPI Tracking

Tools & Software: Canva | Adobe Photoshop | Adobe Premiere Pro | Adobe Audition | Lightroom | MS Word | MS Excel

AI Marketing Tools: Pixverse AI | InVideo | Haulio AI

Languages: English (Fluent) | Arabic (Proficient) | Malayalam (Native) | Urdu (Proficient) | Hindi (Proficient)

PROFESSIONAL EXPERIENCE

Freelance Digital Marketer — FousiyaPK.com

2025 – Present

Self-Employed | Remote

- Deliver end-to-end digital marketing services for clients, including SEO, WordPress website development, social media marketing, and brand content creation.
- Build and optimise WordPress websites (Elementor/Astra) with a focus on on-page SEO, site structure, and conversion-friendly layout.
- Develop AI-assisted content and creative assets to support client branding and digital presence across web and social channels.

Social Media Executive Intern

2025

Advertii Advertising Agency — Media City, Ajman, UAE

- Managed brand social media accounts and contributed to content calendar planning for multiple advertising campaigns, ensuring consistent posting cadence and on-brand messaging.
- Designed and scheduled posts, graphics, and short-form video content across Instagram, Facebook, and LinkedIn to support client marketing objectives.
- Monitored engagement analytics (likes, comments, shares, reach) and helped optimise content strategy, improving audience interaction across campaigns.
- Collaborated with the creative team to brainstorm and execute social media campaigns aligned with client brand guidelines and target audience needs.

News Reporter Intern

May 2025 – June 2025

Chandrika Daily and Periodicals

- Reported, wrote, and filed news stories for a leading Malayalam-language daily newspaper, sharpening fast-turnaround content writing skills directly transferable to marketing copywriting.

- Conducted field interviews, verified sources, and consistently met strict publication deadlines.
- Covered local events, community stories, and breaking news segments, building a strong foundation in audience-focused storytelling.

Online English Tutor

Feb 2024 – Aug 2024

Al-Bishr Academy and Brilliant Academy (Remote)

- Delivered online English language and communication skills sessions to school and college students.
- Developed customised lesson materials and tracked individual learner progress, strengthening presentation and content-planning skills.

PROJECTS AND MEDIA WORK

AI Short Film — NDMA National Contest on Disaster Risk Reduction

2024

- Scripted, produced, and edited an AI-generated short film using Pixverse AI, InVideo, and Haulio AI.
- Submitted to a national-level competition organised by the National Disaster Management Authority (NDMA), Government of India.
- Selected as a finalist in the national video competition category, recognised for creative concept and execution.

Chief Editor — Finger Print College Magazine and Kahva Class Magazine

2022 – 2023

- Led editorial planning, content curation, design coordination, and final publication of two college magazines.
- Managed a team of student writers, photographers, and designers across full production cycles, from concept to print.

EDUCATION

Master of Arts — Mass Communication and Journalism

2024 – 2026

Central University of Karnataka | Karnataka, India

Bachelor of Arts — English Literature

2021 – 2024

University of Calicut | Kerala, India

Wafiyya Course — Islamic Studies and Arabic Language

Completed

Al Farooq Women's Arts College | Malappuram, Kerala

ACHIEVEMENTS AND AWARDS

- Finalist — YAARI National Contest 2025 (Youth Against Ragging), organised by UGC in collaboration with Centre for Youth (C4Y).
- Finalist — National-Level Video Competition, NDMA Disaster Risk Reduction Contest, Government of India.
- First Prize — Seminar Competition, All Kerala Wafiyya Fest 2023.
- First Prize — Project Competition, All Kerala Wafiyya Fest 2023.
- Best Orator — Inter-College Fest, Al Farooq Women College 2022.
- Chief Editor — Finger Print College Magazine, Al Farooq Women College 2023.
- Chief Editor — Kahva Class Magazine, Al Farooq Women College 2022.
- Assistant Auditor General — Students Union, Al Farooq Women College 2024.
- Program Secretary — Speakers Forum, Students Union, Al Farooq Women College 2023.