

ANISA JAFFAR

Digital Marketing Specialist | Customer Service Professional

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PROFESSIONAL SUMMARY

Versatile professional with 5+ years of experience in customer service management, technical support, and operations management. Recently completed a Digital Marketing Internship at Burj Buzz Creative Marketing LLC (Dubai, UAE) where she gained hands-on experience in SEO, Google Ads, Meta Ads, content strategy, live ads optimisation, and market research. Currently pursuing advanced digital marketing certifications. Strong communicator fluent in English, Hindi, and Malayalam with a proven ability to thrive in fast-paced, cross-functional environments.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

January 2026 – April 2026

Burj Buzz Creative Marketing LLC (Epic Venture, UAE) · Dubai, UAE · Remote

Certificate No: BB092514 · Issued: 12 May 2026

- Developed project proposals by analysing client objectives and identifying target audiences for effective campaign planning
- Conducted comprehensive keyword research to identify high-performing keywords for SEO and PPC campaigns
- Explored and implemented AI-powered marketing tools to enhance campaign performance and operational efficiency
- Performed social media audits evaluating brand presence, engagement levels, and growth opportunities across platforms
- Built and maintained content calendars for scheduling posts, videos, stories, and reels across multiple digital channels
- Formulated marketing strategies aligned with business goals and defined KPIs for measurable outcomes
- Executed Google Ads research to identify best-performing keywords and optimise paid search campaigns
- Conducted website audits to assess performance, page speed, SEO health, and overall user experience
- Optimised live ad campaigns by refining headlines, descriptions, audience targeting, and bidding parameters
- Developed content strategies centred on brand awareness and lead generation objectives
- Executed competitor and industry market research to support data-driven decision making
- Collaborated with cross-functional teams; recognised for professionalism, creativity, and strong analytical thinking

Cashier

2022 – 2024

Garden Café The Pepper Lounge · Kerala, India

- Processed 100+ daily transactions with 99.8% accuracy in cash handling and end-of-day reconciliation
- Resolved customer complaints professionally, consistently maintaining high satisfaction ratings
- Collaborated with a 15+ member team to optimise service delivery and streamline daily operations
- Implemented efficient checkout procedures that reduced average customer wait times by 20%
- Maintained an organised cashier station in full compliance with hygiene and safety standards

Centre Manager

2019 – 2021

Voice Plus Support Service – Authorised Xiaomi Service Centre · Kerala, India

- Managed end-to-end operations of an authorised Xiaomi service centre handling 300+ customers monthly
- Supervised a technical support team delivering diagnostics, device repairs, and warranty services
- Maintained a robust inventory management system achieving 95% parts availability for timely repairs
- Coordinated with Xiaomi regional offices for escalations, firmware updates, and compliance requirements

- Achieved an average customer satisfaction score of 4.5/5 through consistent and efficient service delivery
- Produced daily operational reports covering service metrics, inventory levels, and customer feedback

EDUCATION

Bachelor of Computer Applications (BCA)

Graduated 2018

Major in Computer Science and Applications

CERTIFICATIONS & TRAINING

Certificate of Internship – Digital Marketing

Issued: 12 May 2026

Burj Buzz Creative Marketing LLC, Dubai, UAE · Ref: BB092514

Advanced Training in GCC Digital Marketing

2025 – Present

Skillmount Academy, UAE · Currently Pursuing

CORE SKILLS & COMPETENCIES

Digital Marketing: SEO | SEM | Google Ads | Meta Ads | Performance Marketing | Content Marketing

Social & Content: Social Media Marketing | Content Calendar Management | Social Media Audit | Content Strategy

Analytics & Research: Keyword Research | Market Research | Competitor Analysis | Live Ads Optimisation | Website Audit

Web & Tools: WordPress | Elementor | Google Analytics 4 (GA4) | Google Tag Manager | Canva | Shopify

AI & Tech: AI Marketing Tools | Microsoft Office Suite | CRM Systems | Website Performance Optimisation

Operations: Customer Service Management | Team Leadership | Inventory Management | Quality Assurance | Vendor Coordination

Languages: English (Fluent) | Hindi (Fluent) | Malayalam (Native)

PERSONAL INFORMATION

Date of Birth: June 2, 1997

Nationality: Indian

Passport No: W5394310

Valid Until: September 20, 2032

I hereby declare that all information provided above is true and accurate to the best of my knowledge.

Anisa Jaffar