

HAJIRA ARMAN

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PROFESSIONAL SUMMARY

Certified Digital Marketer trained in SEO, Google Ads, Meta Ads, WordPress web development, social media marketing, and content creation, combined with 3.5 years' experience as a Research Analyst synthesizing complex data into clear, client-ready reports. Skilled at translating research and analytics into actionable insights, with strong attention to detail and cross-functional collaboration. Seeking an entry-level Digital Marketing Executive role.

CORE SKILLS

- Digital Marketing: SEO | Google Ads | Meta Ads | Social Media Marketing | Content Creation | WordPress Web Development
- Analytical: Secondary Research | Financial Analysis | Data Synthesis | Microsoft Excel & Office
- Professional: Client Reporting | Mentoring & Training | Attention to Detail | Cross-Functional Communication

EXPERIENCE

Digital Marketing Trainee | ETMARK – Digital Marketing Course, Mysuru, India Jun 2026 – Present

- Completed hands-on certification training in SEO, Google Ads, Meta Ads, WordPress web development, social media marketing, and content creation.
- Applied on-page and off-page SEO techniques and built sample ad campaigns as part of practical coursework.
- Built and managed WordPress websites, including a personal portfolio site, as part of applied projects.

Professional Development | Self-Directed, Mysuru, India 2017 – 2026

- Completed the Speech Crafters Program at Mind Academy Toastmasters Club, strengthening public speaking, presentation, and communication skills.
- Participated in The Krafty Door's Trousseau Packing workshop as part of ongoing personal development.

Research Analyst | Wealth-X, Mysore, India Oct 2013 – May 2017

- Conducted in-depth secondary research to build comprehensive profiles and dossiers on Ultra High Net Worth (UHNW) individuals, including wealth mapping and asset valuation.
- Produced Standard, Pilot, and Enhanced Due Diligence (PEP) dossiers, along with Corporate Due Diligence reports.
- Identified risk factors including PEP status, litigation history, and political exposure as part of due diligence reporting.
- Mentored and provided cross-functional training to new joiners on research methodology and reporting standards.
- Collaborated with Project Managers and cross-functional teams to define requirements and meet reporting deadlines.

EDUCATION

Master of Business Administration (MBA), Finance — BIMS, University of Mysore