

Ayshath Adila Fairoz

Content Creator & Social Media Specialist

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PROFILE SUMMARY

Content Creator and Social Media Specialist who has organically generated over 2.2 million views across two self-managed Instagram accounts in six months, driven by Reels, trending content, and visually consistent storytelling. Transitioned from a pharmacy background after discovering a passion for content, building certified skills in digital marketing and graphic design to support it. Seeking to apply proven social media growth and design skills to a brand or agency in the UAE.

KEY HIGHLIGHTS

- 2.2M+ views in 6 months generated organically across two self-managed accounts (Instagram Insights).
- Proven Reels-first content strategy with strong understanding of trending audio, hooks, retention, and posting times.
- End-to-end creator skillset — ideation, shooting, video editing (CapCut), captioning, hashtag strategy, and analytics review.
- Design + Marketing combo — able to produce on-brand visuals in-house using Adobe Creative Suite and Canva.

CONTENT PORTFOLIO

@aadi__laa

instagram.com/aadi__laa

Personal Account — Lifestyle & Creator Content

- 1.05M+ views and 205K accounts reached in the last 6 months (Instagram Insights).
- Top Reel reached 195K views; 58% of total views came from non-followers, showing strong algorithm-led discovery.
- 1,913 followers grown organically (+1,279 net in the last 6 months).

@talesof.shaadi

instagram.com/talesof.shaadi

Couple Account — Lifestyle Storytelling

- 1.23M+ views and 459K accounts reached in the last 6 months, with reach up over 1,380%.
- Top Reel reached 310K views; 93% of views came from non-followers — near-entirely organic discovery.
- Built a niche couple/lifestyle brand under the hashtag #TalesOfShaAdi.

SKILLS

Social Media: Instagram growth, Reels strategy, content planning, trend research, hashtag strategy, engagement analysis.

Paid Advertising: Meta Business Suite (Facebook & Instagram Ads), Google Ads, LinkedIn Marketing.

SEO & Analytics: SEO fundamentals, SEMrush, Ahrefs, Google Analytics, Google My Business.

Content & Copy: Content creation, copywriting, captions, email marketing (Mailchimp).

Design & Tools: Adobe Creative Suite (Photoshop, Illustrator), Canva, CapCut (video/reel editing), WordPress.

WORK EXPERIENCE

Graphic Designer Intern

May 2025 – Jul 2025

Memories Event Management — Dubai, UAE

- Designed creative visual assets for events, supporting branding and marketing campaigns.

Graphic Designer Intern

Aug 2024 – Jan 2025

Avocado (Digital Marketing Agency) — Kerala, India

- Created graphic design assets for digital marketing and branding campaigns.

EDUCATION

Diploma in Pharmacy (D Pharm)

2020 – 2023

Malik Deenar College of Pharmacy, Kerala, India

CERTIFICATIONS & COURSES

AI Integrated Digital Marketing Course

2026

HACA, Kerala, India

Graphic Design Course

2025

Institute of Digital Skill, Kasaragod, Kerala, India

LANGUAGES & VISA STATUS

Languages: English, Malayalam, Hindi

Visa Status: UAE Resident Visa, valid till February 2027