

Nameera Anjum

Marketing Manager & Brand Strategist

Hyd, India | +91 70938 40709 | heynameera@gmail.com | buildwithnameera.com | linkedin.com/in/nameera-anjum

PROFILE

Marketing manager working across real estate, lifestyle and luxury brands, from positioning and campaign concept through to the ads, content and creative that carry it. Three years at **Forbes Advisor** on SEO, then B2B lead generation, and now full-funnel marketing for property developers. A creative with an eye for good design, and genuinely taken with where AI is heading: I use AI tools and automations daily for research, creative production and workflow.

EXPERIENCE

Marketing Manager · Beachfront Realty, Goa

2026 – Present

- Own end-to-end marketing for a portfolio of residential and plot projects across North Goa, including Sapphire, Madhumeera, El Barro, Nova and Meadows.
- Took the Meadows villa plot launch from campaign to **full inventory sold out in 30 days**, built on location-led storytelling and a future-value narrative rather than price.
- Plan and run Meta ad campaigns end to end, covering audience strategy, creative production and performance tracking, generating qualified enquiries from HNI, NRI and investor segments.
- Direct the creative for each launch, from concept and art direction to copy and AI-assisted imagery, and build the content system behind it so campaigns ship weekly across OOH, social and paid.
- Hosted **Coastal Soirée**, a developer and investor event on Goa's property landscape, introducing speakers and representing the brand on stage.

SEO Specialist · Forbes Advisor

2022 – 2024

- Ran competitor and market analysis to find organic growth opportunities, then turned the findings into a content and keyword roadmap.
- Improved organic visibility through on-page SEO, keyword optimisation and content refreshes across editorial verticals.
- Fixed site architecture at a technical level, clearing broken links, setting redirects and rebuilding internal linking to improve crawlability and rankings.
- Tracked performance in **Google Analytics, Search Console, Moz, SEMrush and Ahrefs**, reporting on rankings, traffic and search behaviour.

LinkedIn Prospecting Manager · Growwithadeeb

2020 – 2021

- Generated and nurtured pre-qualified B2B leads through LinkedIn outbound, handing over prospects ready to convert.
- Managed and grew client LinkedIn accounts, and trained junior team members on prospecting process and quality standards.
- Analysed prospect data in Google Sheets to sharpen targeting, and ran client onboarding end to end.

SKILLS

Marketing & growth: Brand strategy and positioning, campaign planning, go-to-market, content strategy, performance marketing, full-funnel lead generation, market research, Meta Ads, Google Ads, audience targeting, creative testing

SEO & creative: On-page and technical SEO, keyword research, site architecture, internal linking, creative and art direction, copywriting, social and OOH campaign creative

AI & automation: Claude, ChatGPT, Google AI Studio, Higgsfield, Lovable, Midjourney, AI image and video generation, prompt writing, automated content and reporting workflows

Tools: Google Analytics, Search Console, Meta Business Suite, SEMrush, Ahrefs, Moz, Canva, CapCut, Notion, Slack, Google Sheets

EDUCATION

Executive MBA ICFAI Business School, Hyderabad · 2023 – 2025	BBA, 93% Chaitanya Deemed University · 2019 – 2022
CEC (Commerce), 93% Kakatiya Junior College · 2017 – 2019	SSC, 90% St Ann's High School · 2017

CERTIFICATIONS

Digital Marketing Programme, upGrad (6 months) · Google Data Analytics, Coursera · Performance Marketing · AI for Marketing · Growth Marketing | **Languages:** English, Hindi