

Abu Ubaid

DIGITAL MARKETER

Dynamic and results-oriented Digital Marketer with over 4 years of experience driving successful digital marketing campaigns and initiatives. Proficient in developing and executing comprehensive strategies across various digital channels, including SEO, SEM, PPC advertising, social media, and content marketing. Proven track record of leveraging data-driven insights to optimize performance and achieve business objectives. Adept at staying abreast of industry trends and emerging technologies to implement innovative solutions and drive continuous improvement. Committed to delivering impactful results and contributing to the success of the organization.



PERSONAL DETAILS

Mobile No : +91 9744687554 (INDIA)
+971 529195306 (UAE)
Email ID : Ubaidhoxhachnr@gmail.com
Address : Al Ain, Abu Dhabi, UAE
Nationality : Indian
D.O.B : 07.05.1996
Gender : Male
Marital Status : Married

ACADEMIC CREDENTIALS

2019 **Bachelor of Commerce**
Monad University, New Delhi, India

2013 **Higher Secondary**
Board of Higher Secondary Examination, Kerala, India

2011 **Secondary School**
Board of Public Examination, Kerala, India

CERTIFICATIONS

- Advance digital marketing
- Inbound marketing certified
- Content marketing certified
- Social media certified
- Search ads Certificate
- Display ads. Certificate
- App promotion
- Shopping
- Video ads (YouTube)

LANGUAGES KNOWN

- English
- Hindi
- Arabic
- Malayalam

KEY SKILLS

- Web Development
- Social Media Marketing
- Content marketing
- Search Engine Marketing
- SEO
- Google Ads
- Analytics
- Email Marketing
- Marketing Automation
- CRO principles
- Digital Advertising
- Project Management

EXPERIENCES

❖ Digital Marketer

D - FINE DIGITALS | Kottakkal, Kerala, India

KEY RESPONSIBILITIES

- Developed and implemented digital marketing strategies to increase website traffic and improve online visibility
- Managed Google AdWords campaigns, including keyword research, ad copy creation, and performance analysis
- Conducted SEO audits and implemented on-page and off-page SEO techniques to improve search engine rankings
- Created high-quality, engaging content for various digital channels including website, blog, social media platforms, and email newsletters
- Ensured content was relevant, timely, and aligned with brand messaging and target audience preferences.
- Monitored and analyzed website traffic using Google Analytics and provided regular reports to the management team
- Collaborated with the design team to create visual assets for digital marketing campaigns

❖ Digital Marketer

FLAME | UAE

KEY RESPONSIBILITIES

- Utilized social media platforms such as Facebook, Instagram, LinkedIn, and Twitter to build brand presence, foster community engagement, and drive traffic to digital properties
- Developed and executed social media campaigns to increase followers and enhance brand visibility.
- Stayed abreast of industry trends, emerging technologies, and best practices in digital marketing.
- Managed multiple projects simultaneously, ensuring timely execution and adherence to deadlines.

COMPUTER PROFICIENCY

- Photo shop
- Adobe premiere pro
- WordPress
- Canva visual suit
- Visual studio
- MS office
- MS Excel

PASSPORT DETAILS

Passport No : U3690176
Date of Issue : 16/09/2020
Date of Expiry : 15/09/2030
Place of Issue : Malappuram

❖ Social Media Marketer

ETOZ ELECTRONICS | Al Ain, Abu Dhabi, UAE

KEY RESPONSIBILITIES

- Developed and implemented social media marketing strategies to increase brand visibility and engagement across various platforms, including Facebook, Twitter, Instagram, and LinkedIn.
- Created compelling and shareable content, including graphics, videos, and written posts, to resonate with the target audience and drive user engagement.
- Monitored social media channels for brand mentions, comments, and messages, and responded promptly to inquiries, feedback, and customer service issues.
- Analyzed social media metrics and KPIs using platform insights and analytics tools to track performance, identify trends, and optimize strategies for maximum impact.
- Managed social media calendars, scheduling tools, and content management systems to streamline workflow and ensure timely publication of content.

PROJECTS

- **SEO Project**
 - <http://ubaidhoxhadigitalexpert.com/>
- **SMM Project**
 - Master Vidya
 - Dfine Digital
 - Skytime Travels
- **SEM Project**
 - Birtco & Birdco Delhi

DECLARATION

I hereby declared that the above particulars of facts and information stated are true, correct and complete to the best of my belief and knowledge.

ABU UBAID