



Professional Summary

A highly motivated and results-driven Digital Marketing Specialist with over 7 years of experience delivering impactful digital campaigns. Successfully managed 8+ social media accounts simultaneously and led 45+ ad campaigns in collaboration with cross-functional teams. Skilled in SEO, SEM, influencer marketing, social media strategy, and content creation, with a track record of driving measurable growth for over 36 clients across diverse industries.

Key Achievements:

- Generated 9M+ in online sales (eCommerce) and delivered 12,500+ leads/day (Digital product and real estate) through targeted social media campaigns.
- Managed ad budgets from \$5/day to \$5000/day, with a total spend exceeding 5M AED across Meta and Google platforms.
- Successfully launched and optimized 8 e-commerce platforms and 36+ websites, enhancing online sales and customer experiences for industries such as FMCG, real estate, restaurants, food & beverage, apparel, and dropshipping stores.
- Pioneered AI-generated avatars and creative user-generated content, significantly increasing engagement across all social media platforms.
- Creating AI Automation with web hooks, creating Open AI powered chat Bots for whatsapp or website and developing AI powered voice bots for call support.
- Consistently delivered SEO and SEM campaigns that achieved top search rankings and boosted website traffic by 30%+.
- Spearheaded influencer marketing efforts, negotiating and managing multiple influencer campaigns that amplified brand reach.
- Successfully Executed both performance marketing and brand awareness campaigns by implementing comprehensive social media strategies, driving audience growth and strengthening brand visibility and generating 4x to 5x ROAS.
- Creating and managing marketing budgets and marketing reports on supermetrics, excel sheets.

Technical Expertise:

- Analytics Tools: Google Analytics, Supermetrics, Google Keyword Planner, SEMrush, Ahrefs.
- CRM Tools: HubSpot, Zoho CRM, Pipedrive, Salesforce, Zoho Social.
- Graphic Design Tools: Adobe Photoshop, Adobe Illustrator, Canva.

Known for seamlessly blending creativity with data-driven strategies, I thrive in collaborative environments and excel at delivering campaigns that meet business goals while exceeding client expectations.

Skills & Expertise:

SEO & SEM | AI Automations | UGC Content Creations with AI (Realistic) and Real | Meta Ads | Google Ads | GA4 Analytics | Guest Posting | TikTok Ads | Landing Page Optimization | Web Development (Shopify, Wix, WordPress) | Social Media Management | Lead Generation | E-commerce Setup with Payment Gateway Integrations | Content Creation | Copywriting | Email Marketing | Video Editing, CGI & Motion Graphics (Adobe, Canva, CapCut) | Cybersecurity Awareness | Adaptability and Continuous Learning

Recent Clients Handled:

- Aims Health care (Health care - Dubai)
- Star 5 Realty (Real Estate - Dubai)
- Al Mashooq (FMCG - Dubai)
- Click2fix (Maintenance services - Dubai)
- Dubai Fashion Finds (E-commerce - Dubai)
- Stamp Real Estate (Real Estate - Dubai)
- Gliese Productions (United Kingdom)
- @Zahirtalks (United Kingdom)
- TajMeat (FMCG - India)
- Tulsi Indian Eatery (Cafe - India)
- Al Amanah Restaurant (Restaurant - India)
- Shopperz Road (E-commerce - USA)
- Zsons Realtors Group (Real Estate - India)
- Fresh Crate (FMCG - India)

WORK EXPERIENCE



Digital Marketing Specialist

Mr. Henry's – July, 2024 to Present

Mr. Henry's is an European company in FMCG industry which produces non-alcoholic Wines and malt beverages .

- E-commerce Platform Development: Set up and launched Mr. Henry's online store, optimizing it for new product listings and enhancing user experience. And setting up on marketplaces like Amazon, Noon and Deliveroo. Setting up online payment gateway like Stripe.
- Content and Social Media Strategy: Devised a targeted content plan across Instagram, Facebook, and TikTok, boosting brand visibility and engagement through tailored campaigns and influencer-style by creating user generated videos (realistic AI Models).
- Campaign Innovation: Created receipt-based contests and creative promotions, directly driving online sales and increasing customer participation.
- Strategic Partnerships: Initiated collaborations with corporate events, yacht rentals, and retail chains, broadening brand reach and strengthening market presence.
- SEO & Content Marketing: Authored SEO-optimized articles, raising awareness of non-alcoholic products and attracting health-conscious consumers through increased search visibility.
- Press and Media: Secured article placements in notable publications like Gulf News, Dar-Al Khaleej, etc. Thereby expanding Mr. Henry's brand credibility in UAE and European markets.



Team Lead & Digital Marketing Specialist

ANAX HOLDINGS (UAE)

December, 2023 - July, 2024

Anax Holdings is a diversified group with interests spanning real estate and i-gaming industries.

- Lead the Digital Marketing Team of 15 members by not letting them stop in any hurdle while running ad campaigns.
- Creating online marketing strategy for copywriting, email marketing, landing pages, google ads, Meta Ads and media planning with strong rationale message across Search, Display, Video, Mobile, Programmatic and Retargeting channels.
- Achieving successful & improved results with my team under my leadership. Increasing lead generation with 180% in quantity and 200% in quality by Creating successful strategical marketing campaigns in both Meta ads & Google ads, resulting in 200% increased ROI (comparing to results before me).

- Working against challenges where Ad accounts in both Meta & Google get suspended/ disabled, challenges with payment method, Google deleting landing pages to having sustainable landing pages & strong ad accounts.
- Making sure the results of campaign have high ROI by optimizing campaigns to have increased CTR and decreased CPC.
- Planning & proposing and maintaining monthly budget, monitoring & optimizing performance of all 45 ad campaigns.



Freelance Digital marketer

July 2022 – October 2023

- Industry Diversification: Successfully navigated and served more than 25+ clients from varied sectors, including real estate, F&B, oil, and e-commerce, showcasing adaptability and a versatile skill set.
- Web Development: Spearheaded web development projects, enhancing online presence for clients and improving user experience by creating responsive website, resulting in increased visitor engagement.
- Multi-Platform Advertising: Planned and executed all DMM, database marketing, email marketing, social media, and display advertising campaigns. Devised and executed multi-platform advertising campaigns, including Facebook Ads and Google Ads, achieving an increase in sales/lead generation and brand visibility.
- Content & Graphics Creation: Successfully Created content, including text posts, videos and images for use on social media. Promoting products, services, and content over social media, in a way that is consistent with an organization's brand and social media strategy.
- Creative Marketing Techniques: Innovated video and photo ad campaigns, applying creative marketing techniques that resonated with target audiences and yielded measurable results.



Social Media Manager TAJ MEAT (Ecommerce FMCG

Company based in India) August 2020- May 2022

- Creating content, graphics, including text posts, videos, and images to be used in ad campaigns & social media handles.
- Managing E-commerce platform with online orders, POS & managing inventory online & email greeting customers after every order placed and offering discount coupon for next order. Promoting products, and content over social media, in a strategic way that is educating consumers about health benefits and being persuasive to get sales.
- Scheduling social media posts using applications such as Buffer and TweetDeck. Interacting with customers and dealing with customers' inquiries.
- Developing new social media strategies and campaigns. Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising.
- Keeping track of data and analyzing the performance of social media campaigns. Collaborating with colleagues from across marketing departments to ensure branding is consistent.



Assistant Digital Marketer

OrtusTech Data Pvt Ltd (Inda)

November 2017- December 2019

- Working on copy writing and landing page for their clients.
- Creating logos, graphic images, responsive & user friendly landing pages.
- Managing social media handles of all clients by making content calendar and scheduling posts.
- Running Facebook & Instagram ads.
- Developing websites in Wordpress & Wix,

QUALIFICATION & CERTIFICATION

BTECH Mechanical Engineering (2018)

Christ University Faculty of Engineering, Bangalore

Marketing on Facebook (2018-07-20)

Facebook BluePrint

Building Your Mobile Presence With Instagram Business Tools (2018- 02-22)

Facebook BluePrint

HubSpot Content Marketing (2018-04-24)

HubSpot

Google Ads (2018-02-28)

GOOGLE