



YASER AHAMED SHARAFUDHEEN

DIGITAL MARKETING EXECUTIVE

ABOUT ME

I have a clear, logical mind with a practical approach to problem-solving and a drive to see things through to completion. Communication is my key strength; building good relations with people to achieve better results.

CONTACTS

058.2725500

yasercardiffm@gmail.com

Abu Dhabi, United Arab Emirates

PERSONAL DETAILS

Date of birth : 30/01/1997

Nationality : Indian

Visa status : Employment Visa

Marital status : Single

EDUCATION

BBA, Cardiff Metropolitan University, Subang Jaya, Malaysia 2019

LANGUAGES

English

Hindi

Malayalam

LINKS

Linkedin:

<https://www.linkedin.com/in/yaser-ahamed-454100168/>

WORK EXPERIENCE

PPC Executive, Digital Links, Abu Dhabi Apr 2021 - Present

Hands-on PPC experience;

Experienced with Google AdWords Search Network & Google Analytics;

Exceptional attention to detail & performance driven;

Proactive team player able to work individually and as part of a team;

Ability to summarize data concisely;

Ability to build strong working client relationships;

Ability to work on multiple tasks and ability to meet deadlines.

Digital Marketing, Ecraftz Infotech, Kerala, India May 2020 - Jan 2021

Execute other digital and web benchmarking projects.

Proactively identify on-page SEO opportunities

Improve conversion of owned and Media traffic.

Develop Content Strategy, perform Content Audit and develop Content Plan.

Work with research Persona-Driven Keyword Research.

To build the brand value through Social Media engagement.

Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.

Digital Marketing, Whakaaro, Kerala, India Nov 2019 - Apr 2020

Identify meaningful metrics and interpret success metrics to deliver data driven

recommendation

Report campaign performance to marketing campaign & account based marketing teams

Collaborate across campaign, paid media, international marketing, and create service team

Identify and drive action plans to improve conversion rates across digital tactics, including campaign optimization and landing page design

Maintain and continuously improve digital campaign development guidelines & processes to improve efficiency

SKILLS

Microsoft Excel

Communication

Objection-Handling

Cold Calling

Client Focused

Time Management

Google Analytics

WORK EXPERIENCE

Store Keeper, Nike, Malaysia

Mar 2018 - Aug 2018

Maintain receipts, records, and withdrawals of the stockroom

Receive, unload, and shelve supplies

Perform other stock-related duties, including returning, packing, pricing, and labeling supplies

Rotate stock and coordinate the disposal of surpluses

Ensure adequate record keeping and manage all documentation to confirm proper stock levels and maintain inventory control

Sales Representative, Hindustan Interiors, Kerala, India

Apr 2015 - Jul 2016

Generating leads.

Meeting or exceeding sales goals.

Negotiating all contracts with prospective clients. Uses for quotes, promotions, and negotiations.

Preparing weekly and monthly reports.

Giving sales presentations to a range of prospective clients

COURSE

Digital Marketing, Spectrum Softtech Solutions PVT. LTD

Aug 2019 - Oct 2019

CERTIFICATIONS

Email Marketing