



NAFEEL NAZUMUDEEN

DIGITAL MARKETING SPECIALIST

Contact

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Email

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Address

Karama, Dubai, U.A.E

Languages

English	★★★★★
Hindi	★★★★★
Malayalam	★★★★★

Expertise



About Me

Creative and motivated Digital Marketing enthusiast with demonstrated experience in implementing new Marketing plans and campaigns by conducting marketing research. Energetic, quick learner, and team player. Passionate about establishing a career in digital marketing

Experience

2023- Present

● Dr Ismail Healthcare Group
Digital Marketing Specialist

- Proficient in creating engaging social media creatives, brochures, and roll-up banners.
- Skilled in email marketing campaign management and content creation.
- Experienced in WordPress site management, including updates and basic troubleshooting.
- Knowledgeable in SEO techniques to improve website visibility and rankings.
- Proficient in using analytics tools to track and analyze digital marketing performance.
- Collaboration with cross-functional teams and external partners.
- Proactive in staying updated on industry trends and best practices.

2022-2023

VR DIGITALS, Dubai (Remote)

Digital Marketing Executive

- Execute engaging social media campaigns.
- Monitor trends, engage with the audience.
- Craft content calendars aligned with branding and goals.
- Create user-friendly landing pages with visually appealing designs. Ensure design integration with development teams.
- Set up digital marketing campaigns (Google Ads, Facebook Ads, etc.).
- Analyze campaign performance and generate insights.
- Present reports to clients
- Work with creative, copy, and development teams.
- Communicate with clients for requirements and updates.

2021 - 2022

ORACUZ INFO TECH PVT LTD

Digital Marketing Executive

- Collaborate with SEO and Social Media teams.
- Manage creative campaigns and competitions.
- Conduct audience research for strategy.
- Analyze and report platform performance.
- Stay updated on trends for improved measurement.
- Study competitor activity for insights.

Skills

- Analytical Thinking
- Time Management
- Customer Service Skill
- Multi Tasking

Certifications

- Advanced Search Engine Optimization Certification Program
- Business Analytics with Excel

Personal Info

- Date Of Birth : 22/11/1992
- Marital status : Single
- Emirates Id : 784-1992-2962921-9

Education

- **2022**
Intellipaat (Belhaven University)
PG PROGRAM IN DIGITAL MARKETING

- **2014-2016**
Institute of Management in Kerala
MBA (TOURISM MANAGEMENT)

- **2011-2014**
St.Xaviers College, Trivandrum, Kerala
B.COM

Internships

AJ SPACE FOR LEARNING | KOCHI

SEO INTERN

- ON PAGE SEO
- SEO AUDIT
- CONTENT SUGGESTIONS
- COMPETITOR ANALYSIS TOOL
- INTEGRATION BACKLINK PROSPECTING

AL HIND TOURS AND TRAVELS

- Analyzing the strength and weakness of the firm.
- Learned the functions and operations of a Tour and travel firm.

Declaration

I Hereby declare that all the information mentioned above is true to the best of my knowledge. I will make it my earnest endeavor to discharge competently and carefully the duties you may be pleased to entrust with me.

NAFEEL NAZUMUDEEN