

Susan Alex

Digital Marketing Specialist/Web Designer

<https://www.linkedin.com/in/susan-alex-a55758126/>

Phone : +971582104919

Email : susan.ece.cek@gmail.com



CAREER OBJECTIVE

Quest to work in a professional environment where I can fully utilize my skills and knowledge for the success of the organization.

EXPERIENCE

ATLANTIC POOLS AND FOUNTAINS LLC, DUBAI

Digital Marketing Manager, December 2023 - Present

- Design the company verticals ecommerce website for global market(www.atecpool.com) and for Middle East market(www.atecpoolme.com) and maintain it.
- Promote the websites over the internet using google ads, google business profile marketing and promote in business pages like Yellow Pages.
- Search engine optimization for the 3 sites includes off page and onpage SEO. Onpage SEO involves keyword optimization, content optimization, backlinking, site speed optimization.
- Offpage SEO including social media marketing and blog writings
- Continuous analytics of the site position using webmaster tools like G4 Analytics, Google Search Console and Semrush.
- Promote brand visibility and product reach through various channels like Facebook, Instagram, LinkedIn, Youtube, Tiktok, Pinterest, Reddit, Twitter.
- Paid advertisement campaigns on social media channels and their analytics monitoring.
- Email marketing campaigns design and automation to existing clients and new clients on specific occasions like new product launch, promotions, etc
- Content creation(both text and graphics) for promoting the products.
- Videos, post and brochure design for the social media channels.

AREA OF EXPERTISE

- Digital Marketing
- Website Design & Management

KEY SKILLS

- WordPress, Joomla
- G4A, Webmaster tools
- Content Management
- HTML5, CSS
- Adobe Illustrator
- SEMRUSH, AHREF
- PPC, SM Ads
- SEM, SEO
- Ad Network Campaigns
- Keyword Optimization
- Lead Generation
- Social Media Marketing
- Graphic Designing, Adobe Photoshop & Canva
- Email Marketing Campaigns
- LinkedIn Sales Navigator
- Google and Web Analytics
- Social Media Management
- Marketing Reporting

PERSONAL SKILLS

- Communicating and filtering the online enquiries and distributing among my team and following up them till the sales is closed.

RI DIGITAL AGENCY

(Web Designer cum Digital Marketing Specialist)
Jan 2022 - Oct 2023

AMG STREAMS LLC, Pathanapuram -

Digital Marketing Executive Cum Web Designer, Sep 2019 - Dec 2021

EDUCATION

MBA in Marketing and Finance- Marthoma Institute of Information and Technology Chadayamangalam

June 2017 - August 2019

First Class (75%)

B.TECH in Electronics and Communication—College of Engineering Kottarakkara

May 2013 - April 2017

First Class (GPA 7.7)

HSE—EVHSS Neduvathoor(Kerala State Board)

March 2011 - March 2013 , High Distinction (89%)

SSLC—St.Mary's HSS Kizhakkekara (Kerala State Board)

March 2010, High Distinction (90%)

WORK HISTORY

- Handled Digital Marketing of :
(including their website development,SEO, ecommerce, Paid advertisements across Google and social media platforms.)
 - * Medical Clinics in UAE, India, USA
 - * Leading HR Consultancy in Dubai
 - * A Multinational Company (8th position in Forbes)
 - * World's largest ACP supplier
 - * Hospitals and Clinic
 - * Real Estate Clients in USA
 - * Online Delivery Site, USA
 - * Leading Cricket Tournament in Dubai

- Good Communication
- Creative
- Client Management

WORK SAMPLES

- www.mulkindernational.com
- www.alubond.com
- www.mulkphysiotherapy.com
- www.jpgroupcrealy.com
- www.gotoamg.com
- www.nursingmommanola.com
- www.ajmancricketcouncil.com
- www.lifeint.org
- www.gotoamg.com
- www.assurancecarehealth.com
- www.susanedieashe.com

* Graphic designing for some of the clients

* Email Marketing with 10 K subscribers for a charity organization in India

* SEO of more than 8 websites.

* Digital Marketing of 5+ small scale clients in UAE

