

RAHMAN UMMER

DIGITAL MARKETING EXECUTIVE

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Dubai, United Arab Emirates

OBJECTIVE

Passionate digital marketing professional with a track record of conceptualizing and implementing digital marketing initiatives like SEO, SEM, SMM, Google Ads, to drive brand visibility and growth.

EDUCATION

2021 - 2024

- UNIVERSITY OF KANNUR
Bachelors of Commerce in
Computer Application

2024 - 2025

- NATIONAL INSTITUTE OF DIGITAL
MARKETING
Dynamic Digital Marketing
Certification

WORK EXPERIENCE

April 2024 - March 2025

MASIRA DIGITAL MARKETING PRIVATE LIMITED

Digital Marketing Specialist

- Created digital content such as social media posts, blog articles, infographics, and videos to engage target audiences.
- Managed social media accounts by scheduling posts, monitoring engagement, and analyzing performance metrics.
- Assisted in optimizing website content for search engines through keyword research, on-page optimization, and link-building activities.
- Developed and executed email marketing campaigns, including drafting email content, managing subscriber lists, and analyzing campaign performance.

June 2022 - May 2023

Dubai | United Arab Emirates

Digital Marketing Associate – BYJU'S, UAE

- Planned and executed digital marketing strategies to enhance student outreach and brand presence.
- Managed campaigns across platforms like Google Ads and social media to drive engagement and conversions.
- Collaborated with the marketing team to develop content for email campaigns, social posts, and landing pages.
- Leveraged data analytics to optimize digital campaigns and increase enrollment rates.
- Built strong digital relationships with prospects, improving retention and customer satisfaction.

SKILLS

- Search Engine Optimization (SEO)
- Customer Relationship Management (CRM)
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM)
- Email Marketing
- Content Creation
- Content Writing
- WordPress Website Design
- Campaign Execution

CERTIFICATIONS

- Dynamic Digital Marketing Certification
Licensed [ByNIDM - NationalInstituteof
Digital Marketing]
- Search Engine Optimization (SEO) Certification
Licensed [byHubSpotAcademy]

LANGUAGES

- English (Fluent)
- Hindi (basic)
- Malayalam (Fluent)
- Arabic (Advanced)