

MIDHUN RAJAN

Digital Marketing and Marketing Manager
with 9 Years of Experience



+971-544299185
midhunsmart9@gmail.com
Karama, Dubai, UAE
<https://www.linkedin.com/in/midhun-rajana-9a9b3713a/>

PROFESSIONAL SUMMARY

Master of Business Administration with 9 years and 5 months of total experience in Digital marketing firm and marketing field. Currently working as a Digital Marketing Specialist at NAFFCO (Dubai).

Handling clients and creating campaigns. Arranging meetings, discussing with clients regarding our courses, and closing the business. also hold diploma certification in human resource management and 3 Digital marketing internships. Excellent knowledge of Recruitment, Campaign creation, Paid ads, Ad Copy, Creative Copy, Google ads and SEO. Passion about Training and Development.

LANGUAGES

English, Hindi, Malayalam, Tamil

CERTIFICATES

Diploma in Digital Marketing
Diploma in Human Resource
HubSpot Certificate
Content Certificate

PROFILE

I am an experienced digital marketing and marketing manager, handling social media, Branding, Amazon, Noon Platform, Google Ads, and SEO) and a marketing strategist. I have a proven record of successful campaigns. Create every opportunity to grow with the organization. I am looking for an opening in digital marketing, Logistics, operations, and marketing manager. I have my own website (created by myself).

EXPERIENCE

NAFFCO - DUBAI, UAE

Digital Marketing Specialist and Marketing - 11-12-2023 – 10-10-2025

- Led end-to-end SEO and marketing and branding strategy for NAFFCO, Shield Me, and Kamira websites, resulting in an 80% increase in organic traffic and improved search engine rankings for key products and services.
- Identified and resolved technical SEO issues; optimized product titles, descriptions, keywords, and images to improve visibility and search rankings.
- Conduct competitor analysis to identify trends, pricing strategies and popular products in the firefighting equipment category.
- Implement effective sales strategies to achieve and exceed sales targets for firefighting products.
- Analyzed market trends, competitor activities, and customer feedback to identify new business opportunities and areas of growth.
- Developed and implemented SEO strategies for Amazon and Website to enhance product discoverability and website ranking.
- Created A+ content for Amazon and Noon improve customer engagement and increase conversion rates.
- Prepared detailed sales reports and forecasts and performance analyses for senior management.
- Product listing for Amazon and Noon platform, Meta Campaign, boosting sales by 60% and improving customer engagement with an average session duration increase of 40% on product pages.
- Handling social media campaigns on Meta and TikTok, Google Ads Starting from brand awareness, traffic campaign, engagement campaign, lead generation.

TECHNICAL SKILLS

- Web Design (Word Press)
- Wireframe Creation
- Social Media Marketing
- Meta Platform
- Branding and Strategy
- Search Engine Marketing
- Search Engine Optimization
- Campaign Creation
- Content Marketing
- E-Mail Marketing

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

ANNA UNIVERSITY

2012 - 2014

BACHELOR OF BUSINESS ADMINISTRATION

PERIYAR UNIVERSITY

2009 - 2012

SKILLS

- Good Communication Skill
- Time Management
- Team Management
- Quick Learner
- Decision Making
- Problem Solving

PASSPORT DETAILS

- Passport No : Y9545916
- Date of Expiry : 05-11-2033
- Visa Status : Employment Visa

LICENSE DETAILS

- License No 250012
- Date of Expiry : 23-06-2029
- Place of Issue : Fujairah

PERSONAL DETAILS

- Date of Birth : 04-09-1991
- Nationality : Indian
- Gender : Male
- Marital Status : Married

DOLPHIN BUSINESS CENTER - DUBAI, UAE

Digital Marketing and Marketing 05 -11-2022 - 06-11-2023

- Maintains social media marketing staff by recruiting, selecting, training, and managing employees.
- Creates new strategies for market development. Online presence in all social media platform.
- Develop and implement data-driven marketing strategies to increase brand awareness and customer acquisition.
- Contributes to the marketing strategy by leveraging social media to identify and acquire customers.
- Develop and manage paid social media and lead generation campaigns to reach target audiences. That increased sales revenue by 30%.

BRILLIANZ GROUP - DUBAI, UAE

13-02-2019 To 06-08-2022

Marketing Manager cum Sales/ Digital Marketing

- Conduct market research and competitor analysis to identify opportunities and improve positioning.
- Coordinating both Indoor and Outdoor Sales and Promotional Activities. Arranging and conducting SEO meetings with clients.
- Build strong rapport with clients over the telephone and in person.
- Develop and implement social media strategies to increase brand awareness engagement.
- Lead Generation social media campaigns. Managed a total of over AED 20,000 in ad spend per month. AED 41,000 returns.
- Prepared social media ad copies and creative copies. Designed and Optimized portfolio websites.
- Implement SEO strategies to increase organic traffic and online visibility.
- Keyword research and analysis to discover valuable keywords with a high search volume and low competition.
- Manage digital advertising campaigns (Google Ads, Facebook Ads, etc.) and optimize ROI

AMERICAN TOURIST PVT LTD - INDIA

MARKETING MANAGER 04- 08- 2014 To 02- 08- 2018

- Coordinating with existing dealers.
- Taking product orders from the dealer.
- Updating dealers about changes in product price and product launch.
- Solving problems and queries of existing dealers and customers. Identifying new dealers.
- Organizing events to attract more customers.