







# Edward Ssevume

## CONTACT

-  Dubai, UAE 971
-  +971589085936
-  eddietchsoln@gmail.com
-  <https://admasterypro.net>

## SKILLS

### Data literacy

- Marketing automation platforms
- Content optimization strategies
- Customer engagement tracking
- Lead generation campaigns
- Social engagement methods
- Hubspot CMS
- Email Marketing Including (Email Authentication Protocols, Spam Filter Optimization, IP Reputation Management, Blacklist Remediation, Bounce Management, Email Metrics Analysis e.t.c )
- UAE market knowledge
- Landing page creation
- Competitor activity reporting
- Content optimization strategies
- Strong time management
- Social media marketing
- Budget development and management
- Strategic marketing
- Creative and innovative
- Multivariate testing
- Digital Marketing
- Organized and efficient
- Direct marketing campaigns
- Assertiveness and social intelligence
- Critical thinking and curiosity (constant)
- Google Ads Scripts: Automation
- Adaptability and strong work ethics
- Performing experiments

## PROFESSIONAL SUMMARY

As an experienced digital marketing specialist with a proven track record, I excel in driving successful campaigns by leveraging the latest trends and crafting strategies that align with business objectives. My expertise spans SEO, SEM, PPC, social media, and email marketing, delivering significant growth and profitability. I am a results-driven professional with a focus on optimizing team performance and operational efficiency. Proven track record in implementing strategic initiatives that enhance productivity and drive growth. Utilizes strong analytical skills and a collaborative approach to deliver sustainable outcomes.

## WORK HISTORY

**Digital Marketing Manager** 01/2025 - Current  
**Gargash Hospital LLC** - Dubai, United Arab Emirates

- Devised social media ad campaigns, leading to increased engagement levels.
- Optimized SEO strategies, leading to improved web traffic.
- Inspired creativity within the team, which resulted in innovative campaign ideas.
- Coordinated with the sales team, facilitating revenue growth via online channels.
- Managed email marketing campaigns to foster client relationships.
- Facilitated successful online campaigns by leveraging social media platforms.
- Fostered customer engagement with regular blog posts and newsletters.
- Emphasized visual storytelling in website design for better audience connection.
- Nurtured leads through targeted email workflows, increasing customer retention rate.
- Established partnerships with influencers and bloggers to expand brand reach.
- Oversaw content strategy, improving brand consistency across all platforms.
- Improved conversion rates through persuasive landing page designs.
- Collaborated on cross-functional teams for integrated marketing efforts.
- Conducted competitor analysis to identify market trends and opportunities.
- Streamlined digital content for enhanced user experience.
- Led the development of mobile applications, resulting in easy customer access.
- Spearheaded the digital marketing team to boost brand visibility.
- Implemented analytics tools, enhancing performance tracking capabilities.
- Utilized A/B testing methods for optimizing click-through rates on emails and web pages.
- Monitored KPIs regularly, ensuring constant improvement in digital strategies.

- Coping with pressure & Aligning with company's code of conduct
- CRM Management ie Zoho CRM Plus, HubSpot, and Flowlu
- HubSpot, Big Contacts, Pipedrive, etc.
- Analytics software / platforms, i.e., Google Analytics, HubSpot, Woopra, W3counter, Clicky, etc.
- Social media listening tools, ie, Google Alerts, Brand 24, Salesforce, etc.
- Web Development with WordPress, ie Elementor Page Builder, Beaver Builder, UX Builder, Visual Composer, etc.
- SEO, CRO, SMO, SMM, Mobile App, and ASO
- Conversion rate enhancement
- Marketing innovation
- Web design understanding
- Marketing software fluency
- Performance metrics analysis
- Pay per click campaigns
- Customer-Focused mindset
- Social media strategy development
- E-Commerce optimisation
- Google analytics proficiency
- AI for marketing
- Mobile app advertising
- Behavioural insight generation
- Brand awareness building
- Customer relationship management systems
- Budget management
- Return On Ad Spend (ROAS) tracking
- SEO projects
- PPC expertise
- Digital campaign analytics
- Campaign deployment
- Keyword research

## LANGUAGES

### English:

Fluent

### Arabic:

Beginner

### Swahili:

Intermediate

- Grew online social media presence with a comprehensive content plan and online contest strategy.
- Collaborated with the design team to develop innovative graphics and video content for the website and social platforms.
- Managed key digital channels, including YouTube and TikTok content development and Google, Facebook, and Instagram Ads.
- Enhanced lead generation strategy across Facebook and LinkedIn with targeted research and customer segmentation.
- Evaluated Google Ads campaigns against ROI and KPI targets and identified opportunities for further growth and improvement.
- Managed key digital channels, including YouTube and TikTok content development, Google, Facebook and Instagram Ads.
- Collaborated with design team to develop innovative graphics and video content for website and social platforms.
- Improved end-to-end customer journey by identifying critical conversion and drop-off points, adapting onboarding process accordingly.
- Identified trends and insights to optimise digital marketing spending and increase ROI.
- Managed 10+ social media accounts, including Facebook, Instagram, Twitter, TikTok and Snapchat.
- Performed detailed market and competitor analyses to inform digital marketing strategy.
- Increased Return on Ad Spend (ROAS) through strategic planning.
- Improved email marketing campaigns by enhancing deliverability for increased engagement.
- Launched digital awareness campaign to increase follower count.
- Worked closely across departments to implement latest findings from data and analytics.
- Led online community management to promote user-generated content and engagement.
- Executed digital communications plan across multiple digital channels, achieving consistent branding and messaging.
- Reported on effectiveness of digital marketing strategies on periodic basis, offering insights and proposing changes.
- Defined business strategies and roadmaps to drive performance across sales, promotions and marketing departments.
- Developed marketing plans to support department strategies.
- Customized promotional strategies to meet needs of different clients, products and services.
- Analysed sales reports to identify trends and update strategies.
- Coordinated and managed paid marketing campaigns on different platforms, carefully overseeing results to deliver maximum ROI.
- Organised special sales at specific times to drive customer engagement and move high volumes of products.
- Developed pricing structures based on historical and current trends, competitor activities and supply chain data.
- Established budgets for programme activities and controlled expenditure to meet targets.

### Digital Performance Manager - Freelance

06/2024 - 01/2025

**AirDXB Group** - Dubai, UAE

### Digital Advertising, Search Engine Optimization (SEO), Conversion Rate Optimization (CRO), Advanced Tracking & Analytics, Email Marketing and Strategic Leadership

- Analyzed performance metrics like open rates and bounce rates to identify and address bottlenecks. Configured and integrated Email Service Providers (ESPs) to streamline workflows and ensured compliance with GDPR, CAN-SPAM, and other regulations.

- Developed strategic email deliverability plans to support product launches and marketing campaigns. Resolved bounce issues by maintaining clean sender lists and diagnosing delivery errors. Collaborated with cross-functional teams to align email strategies with business goals.
- Addressed technical issues affecting email delivery and conducted regular deliverability tests to improve performance. Built and maintained relationships with Internet Service Providers (ISPs) to enhance inbox placement rates.
- Strategized, executed, and optimized paid search campaigns across platforms like Google Ads, achieving measurable improvements in CTR and conversion rates.
- Managed paid social media campaigns on platforms such as Facebook, Instagram, LinkedIn, and TikTok, driving brand visibility and generating quality leads.
- Conducted in-depth audience segmentation and A/B testing to maximize campaign performance and ROI.
- Leveraged advanced campaign tracking to monitor ad performance, ensuring alignment with business goals.
- Managed campaign budgets, delivering results within or under budget while maintaining high efficiency.
- Conducted comprehensive technical SEO audits to identify and resolve website issues, improving crawlability and site performance.
- Optimized metadata, page content, and image tags to align with SEO strategies and improve organic visibility.
- Built high-quality backlinks and maintained a diverse backlink profile to enhance domain authority.
- Tracked keyword rankings and adjusted strategies based on market trends and competitor analysis.
- Collaborated with content creators to produce SEO-friendly blog posts, landing pages, and website updates.
- Designed and implemented A/B and multivariate tests to identify optimal website layouts, CTAs, and content.
- Reduced bounce rates and improved user engagement through data-driven design recommendations.
- Developed personalized user experiences based on behavior data, enhancing customer journey effectiveness.
- Collaborated with UX designers to streamline navigation and improve overall website usability.
- Reported CRO improvements with a focus on metrics like conversion rates, average session duration, and user engagement.
- Implemented advanced tracking solutions through Google Tag Manager, including form submissions, button clicks, and scroll-depth tracking.
- Set up custom reports and dashboards in Google Analytics to provide clear, actionable insights to stakeholders.
- Ensured data accuracy by conducting regular audits of tracking setups and analytics platforms.
- Integrated third-party tools like CRM systems to provide a holistic view of customer journeys and campaign impact.
- Delivered detailed performance reports, highlighting trends, insights, and strategic recommendations.
- Defined and executed performance marketing strategies aligned with overall business objectives, achieving measurable growth.
- Collaborated cross-functionally with creative, content, and development teams to deliver cohesive marketing campaigns.
- Mentored junior team members, fostering professional growth and a deeper understanding of digital marketing strategies.
- Presented campaign performance and strategic recommendations to senior management in a clear and actionable manner.

- Stayed updated on industry trends and emerging technologies to keep the company at the forefront of digital marketing innovation.

**Senior Digital Marketing Specialist**

11/2022 - 05/2024

**Deluxe Holiday Homes - Dubai, UAE**

**Pay Per Click Marketing Specialist:**

- Conducting thorough keyword research to identify relevant and high-performing keywords for advertising campaigns.
- Analyzing search volumes, competition, and user intent to optimize keyword selection.
- Developing strategic plans for PPC campaigns based on business goals and target audiences.
- Creating and implementing effective campaign structures to maximize ad relevance and performance.
- Crafting compelling and relevant ad copy to attract the target audience.
- Working with the design team to create engaging ad creatives that align with brand guidelines and campaign objectives.
- Setting up and configuring PPC campaigns across various platforms, such as Google Ads, Bing Ads, or social media platforms.
- Monitoring and managing campaign budgets, bids, and performance to ensure optimal results while staying within the limits.
- Implementing effective bidding strategies to maximize the return on investment (ROI) and achieve cost-per-acquisition goals.
- Adjusting bid levels based on campaign performance, competition, and other relevant factors.
- Conducting A/B testing of ad elements, including headlines, copy, and visuals, to optimize campaign performance.
- Analyzing test results and making data-driven decisions to enhance overall effectiveness.
- Implementing tracking mechanisms to monitor conversions and other key performance indicators (KPIs).
- Analyzing data from campaigns and providing regular reports with insights and recommendations for improvement.
- Utilizing demographic, geographic, and behavioral targeting options to reach specific audience segments.
- Continuously refining audience targeting based on performance data and campaign objectives.
- Monitoring and analyzing competitor PPC strategies to identify opportunities and threats.
- Adjusting campaigns based on industry trends and competitor activities.
- Managing daily, weekly, and monthly budgets effectively to ensure optimal allocation of resources.
- Recommending budget adjustments based on campaign performance and goals.
- Keeping abreast of industry changes, updates in search engine algorithms, and emerging trends in PPC marketing.
- Implementing best practices to stay ahead of the competition and optimize campaign strategies.

**Email Marketing Specialist:**

- Setting up customized email programs with rules tailored to each company's specific needs.
- Organizing and maintaining mailing lists using advanced paid applications for optimal cleanliness and organization.
- Creating and scheduling email campaigns on-demand and in advance, ensuring timely and relevant content delivery.
- Implementing user and audience segmentation strategies to align with individual business requirements.

- Running and sending email campaigns through paid applications, ensuring optimal deliverability and engagement.
- Monitoring, evaluating, and presenting campaign performance through detailed weekly and monthly reports, analyzing trends, goals, opportunities, and KPIs.

**Senior Marketing Executive (Contract)**

02/2022 - 10/2022

**Fakeeh University Hospital - Dubai, UAE**

- Used CRO to optimize online conversion funnels at various stages such as awareness, consideration, and conversion campaigns
- I optimized each stage based on the nature of our services and patient-to-website behavior in order to deliver the greatest user experience possible while campaigning on all platforms through Facebook Ads, Google Ads, Instagram Ads,
- Ensured brand consistency by writing and proofreading copy across social media platforms and the website.
- Implemented marketing automation mechanisms involving integrating chatbots with social media platforms, as well as email automation, autoresponders, and email sequences to nurture income leads and drip campaigns to meet the hospital's goals and objectives
- I oversaw the production of print and digital marketing materials, liaising with graphic designers to ensure brand standards.
- Planned and executed all digital marketing efforts, including SEO/SEM, marketing databases, email, social media, and display advertising, in order to get optimum results within budgets
- Measured and reported on the results of all digital marketing campaigns and compared them to the objectives (ROI and KPIs),
- Identified and optimized spend and performance based on trends and insights
- I used the excellent analytical skills to assess the end-to-end customer experience across numerous channels and touchpoints
- Managed automated email marketing to ensure the optimal flow of customers through the sales funnel.
- Drove continuous improvement by developing and implementing innovative ideas for campaigns.
- Collaborating with agencies and other third-party vendors
- Created engaging marketing materials, driving campaigns and brand awareness.
- Proofread marketing collateral to guarantee accuracy.
- Defined and tracked campaign effectiveness, adjusting strategies accordingly.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Coordinated staffing for marketing events, ensuring optimal coverage and brand visibility.
- Conducted market research to identify key customer segments and target audiences.
- Coordinated promotional activities and trade shows to increase brand visibility.
- Analyzed usage patterns to understand how customers and/or patients interacted with products and services
- Developed and implemented campaigns for email, online advertising, search engines, and direct mail.
- Managed contractors and vendors to complete design and video production projects.
- Monitored market trends to remain ahead of competitors, consistently meeting client demands.
- Drove improvement across all platforms by refining strategies to reflect the latest trends and industry changes.

- Maximized brand awareness through targeted marketing strategies.
- Communicated marketing team accomplishments and progress reports, verifying alignment with key business objectives.
- Utilized Google Analytics and HubSpot to monitor PPC advertising and newsletter campaigns.
- Managed marketing budgets with data and results-driven decision-making.
- Evaluated marketing campaigns using key metrics and performance indicators, enhancing future propositions.
- Trained high-performing marketing and sales teams.
- Produced engaging written content to optimize websites and social media platforms.

**Senior Digital Marketing Manager -Group**

02/2019 – 03/2022

**Saudi German Health Hospital Group - Dubai, UAE**

- All web, SEO/SEM, database marketing, email, social media, and display advertising campaigns are planned and executed
- Managing the digital marketing budget and allocating resources effectively to achieve the desired results.
- Working closely with other departments, such as sales and product development, to ensure that digital marketing efforts are aligned with the overall business strategy.
- Staying current on industry trends and new technologies to identify opportunities for innovation and improvement in digital marketing campaigns.
- Creating and implementing digital marketing strategies that align with the company's overall Hospital business goals.
- Measuring and reporting the performance of all digital marketing campaigns and assessing them against goals (ROI and KPIs)
- Identifying trends, and insights, and optimizing spending and performance based on the insights
- Brainstorming new and creative growth strategies through digital marketing
- Leading a team of digital marketers and providing guidance and direction to ensure they are all meeting their goals.
- Using data analysis to evaluate the effectiveness of marketing campaigns and make adjustments as necessary to optimize their performance.
- Collaborating with internal teams to create landing pages and optimize the user experience
- Utilizing the solid analytical ability to evaluate the end-to-end customer experience across multiple channels and customer touchpoints
- Collaborating with agencies and other vendor partners
- Providing thought leadership and perspective for adoption where appropriate.
- I trained over 10 junior staff in Google Analytics, reducing reporting times.
- Monitored and analyzed the performance of Pay Per Click (PPC) campaigns for a better ROI.
- Performed detailed market and competitor analyses to inform digital marketing strategy.
- Maximized strategy effectiveness by studying economic indicators, identifying needs, and monitoring competition.
- Developed and executed sales promotions, increasing revenue through targeted campaigns.
- Facilitated strategic decision-making by measuring and reporting the performance of digital marketing campaigns using HubSpot.
- Managed 20+ social media accounts, including Facebook, Instagram, Twitter, TikTok, and Snapchat.

- Optimized SEO performance by researching and implementing high-quality content recommendations.
- Harnessed SEO knowledge to create robust digital marketing strategies.
- Utilized Google Analytics and HubSpot to monitor PPC advertising and newsletter campaigns.

#### **SEO & SEM Manager**

11/2017 – 01/2019

##### **Medstar Speciality Hospital - Dubai, UAE**

- With my qualifications as a certified Google Partner, I am uniquely positioned to assist in the acquisition of your desired patient base from online sources. My expertise lies in creating and executing digital advertising campaigns on platforms such as Google and Bing, with a focus on attracting new patients. Additionally, I specialize in implementing search engine optimization strategies to organically increase the hospital's visibility on search engines. Through the use of social media and reputation management techniques, I work to enhance and safeguard the hospital's online reputation and brand image. My primary objective is to develop and execute successful marketing initiatives that yield quantifiable outcomes, whether online or offline. My unwavering dedication to sourcing qualified new patients for the hospital is evident in my daily efforts.
- Promoting healthcare, wellness, and medical services on the internet can be challenging due to the varying rules and regulations that apply across countries and different sub-sectors. However, I have honed my skills in effectively navigating this intricate terrain, and I possess the know-how to ensure the approval of most products and services in the Google Ads PPC Network. My approach involves meticulous research and meticulous compliance with regulations, as opposed to any underhanded tactics. Prior to developing and executing campaigns, I conduct comprehensive compliance checks with Google to guarantee full adherence to all requirements.
- My proficiency lies in conducting comprehensive testing, gathering and scrutinizing data, and identifying emerging patterns and insights to deliver optimal ROI in paid search initiatives. I possess advanced knowledge of diverse digital paid advertising platforms and tools, such as Google Ads, Google Ads editor, Google Remarketing, Google Customer Match, Google Analytics, Google Tag Manager, YouTube, and display advertising. Moreover, I am well-versed in other bid management systems such as Marin, Kenshoo, and Search Ignite, among others. Furthermore, I possess an advanced understanding of search engine optimization methods and competitor analysis, which encompasses the optimization of on-page copy, off-page principles, and technical SEO.

#### **Digital Marketing Executive**

09/2016 – 10/2017

##### **EDS - Social & Digital Marketing Agency - Dubai, DU**

- As a certified Google Partner, I met Google's highest standards for both ethics and results. I produced engaging written content to optimize websites and social media platforms, and optimized SEO performance by researching and implementing high-quality content recommendations. I specialized in attracting new patients through digital advertising on leading sites such as Google, Bing, etc. One of my roles was to implement search engine optimization programs that got the hospital to the top of search engines organically. I used social media and reputation management programs to build and protect the hospital's reputation (brand and image) online. I specialized in developing and implementing proven marketing programs that

delivered measurable results, whether online or offline. I was dedicated every day to attracting qualified new patients to the hospital.

- Advertising healthcare, wellness, and medical services online were complicated simply because different rules and regulations applied from country to country and varied for different products and services within the same sector. However, I had mastered how to navigate this complex landscape and could get most products and services accepted into the Google Ads PPC Network. I was able to do this through research and compliance adaptation, not shady tactics. I always performed a thorough and detailed compliance check with Google before setting off to structure and set off campaigns, execute tests, collect and analyze data, and identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- I had advanced knowledge of digital paid advertising platforms and tools, including Google Ads, Google Ads Editor, Google Remarketing, Google Customer Match, Google RLSA, Google Analytics, Google Tag Manager, YouTube, and display advertising, as well as knowledge of other bid management tools such as Marin, Kenshoo, Search Ignite, etc. I had advanced knowledge of search engine optimization techniques and competitor analysis, including optimizing on-page copy, off-page principles, and technical SEO.
- As a Digital Marketing Executive at EDS, a social and digital marketing company in Dubai, UAE, I scaled campaigns by expanding keywords/audiences, incrementally increasing the budget on the highest converting campaigns, and preparing for and preventing ad fatigue. I optimized ads and campaigns for the KPI we set at the start of our campaign engagement, made sure ads and landing pages were congruent and easy to understand, and used conversion elements that converted more visitors into leads and sales. I reported on the key metrics important to senior managers, like cost per lead and revenue, so we could make data-driven decisions based on the data.
- I researched the most successful keywords and audiences, ad copy, and landing pages of competitors, participated in forming effective paid search campaign strategies, and launched and optimized various PPC campaigns. I oversaw accounts on search platforms (e.g. Google AdWords, and Bing) and got involved in keyword selection and audience targeting. I wrote attractive and concise copy for ads, monitored budgets, and adjusted bids to gain a better ROI. I built and executed social media strategy through competitive and audience research, set up and optimized company pages within each social media platform, and generated, edited, published, and shared daily content original text, images, and video that built meaningful connections and encouraged community members to take action, and continuously improved by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information. I also collaborated with other departments (customer relations, sales, etc.) to manage reputation, identify key players, and coordinate actions.

01/2015 - 06/2016

#### **E-Commerce Manager, Cafena Middle East - Dubai**

- Manage all online activity in relation to traffic acquisition, sales, conversion, and A/B testing and reporting
- Developing and implementing e-commerce strategies in order to improve cafe website performance
- Working with developers to improve website speed
- Working with the marketing team or managing digital marketers in order to improve quality and traffic acquisition
- Researching the market in order to discover new trends and technologies for improving website performance

- Analyzing various data in order to deliver data-driven strategies in order to deliver top performance and achieve KPIs
- Overseeing or directly managing digital marketing channels across PPC, SEO, Display, Affiliates, Email Marketing, and Social Media
- Developing a content calendar and overseeing website uploads and landing page development.

**Digital Marketing Specialist, PPC | SEO | SEM**

02/2013 - 12/2014

**Wellfix & Duscaff** - Dubai, United Arab Emirates

- Managing and running campaigns across all social media platforms
- Developing the weekly and monthly social media and events calendar on
- LinkedIn, Instagram, Facebook, and Google Ads
- Advising on content creation to generate more followers
- Ensuring efficient optimum delivery method of content and messaging to the external clients for better traction and engagement
- Managing the company's website updates and providing content management support
- Advising the Director on the design aspects, from illustration to video graphic perspective, editing, and finalizing the campaigns
- Ensuring efficient and optimal delivery method of content and messaging to external clients for better traction and engagement
- Responsible for 360-degree marketing strategy creation, planning, and implementation
- Regularly updating management and colleagues on new trends and making recommendations for new activities
- Full marketing budget creation and management
- ROI & sales tracking & reporting
- Planning and executing digital marketing activities, including SEO/SEM, email marketing, social media, and organic and paid display advertising campaigns
- Brainstorming new and creative growth strategies for increasing the digital presence
- Identifying trends and insights and optimizing spending and performance based on the insights
- Managing Website and Social Media Tracking, and Responses
- Collaborating with internal teams to create landing pages and optimize the user experience.

---

## EDUCATION

**Master of Science:** Cyber Security, Expected in 07/2027

**EC University** - United States

**Ethical Hacking:** Ethical Hacking, Complete Ethical Hacking Bootcamp, 06/2025

**Zero To Mastery Academy** - ZTM

Completed a comprehensive Ethical Hacking & Penetration Testing program covering all five phases of penetration testing—reconnaissance, scanning, exploitation, post-exploitation, and reporting. Gained practical experience by building a hacking lab using Kali Linux, creating vulnerable virtual machines, and writing custom tools with Python.

**Bachelor's of Information Technology:** DigitalMarketing & Information Security, 02/2006 - 02/2010

**Islamic University in Uganda - Uganda** - Kampala / Uganda - Honors

---

## CERTIFICATIONS

- Google Ads Professional Search Certification
- Google Ads Video Certification
- Shopping ads certification
- Google Ads Measurement certification
- Google Ads Apps Certification
- Waze Ads Fundamentals
- Google Ads Apps Certification
- Google Ads Display Certification
- Marketing Automation
- Email Marketing & Automation