

Abhijith Sreekumar

Dubai

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Multimedia and Digital Marketing Specialist with 10+ years of hands-on experience in photography, videography, video editing, graphic design, and performance marketing. Adept at building high-converting funnels, managing paid ad campaigns (Google, Meta, LinkedIn), and executing end-to-end creative production. Proven ability to blend creativity with data-driven strategies to generate leads, increase engagement, and drive ROI. Certified in Google Ads (Search, Creative), Google Analytics, and AI-Powered Ads.

Personal Details

Birth Date: 1992-03-08

Eligible to work in United Arab Emirates: Yes

Work Experience

Digital Marketing Specialist

FD Global Properties-Dubai, AE

November 2024 to Present

- Built 15+ high-converting sales funnels using ClickFunnels for real estate lead generation.
- Optimized Google Ads and Meta Ads campaigns, increasing leads by 30% and reducing CPL by 20%.
- Automated campaigns with Zapier, saving 15 hours/week in manual work.
- Enhanced YouTube SEO and video content strategy, boosting channel views by 30%.
- Implemented Zoho CRM and Respond.io for automated client follow-ups, improving retention by 18%.

Content Creator

FD Global properties-Dubai

May 2023 to November 2024

- Produced 100+ property photoshoots and marketing videos, contributing directly to property sales.
- Designed Instagram and LinkedIn graphics, increasing engagement by 45%.
- Collaborated with sales team to create targeted, lead-converting content.

Content Creator

Digital Avengers-Dubai

December 2022 to May 2023

- Executed 60+ shoots for food, fashion, and e-commerce, increasing client online sales by 20%.
- Managed end-to-end content production and campaign visuals.
- Developed ad creatives for 10+ digital campaigns.

Videographer / Video Editor

Chizrinz Infoway Pvt Ltd-Kochi, KERALA IN

August 2018 to November 2022

- Edited and delivered 50+ commercial videos for online platforms with sound, color grading, graphics.
- Managed projects from storyboarding to final delivery.
- Assisted directors in executing visual storytelling across multiple campaigns.

Lead Photographer

Foresight Media-Bangalore, KARNATAKA, IN

2014 to 2017

- Photographed 250+ editorial and commercial projects.
- Coordinated indoor and outdoor shoots for fashion and corporate campaigns.
- Edited and retouched images for both print and digital delivery.

Education

Diploma in Film in Film Editing

KCSM Film School

Skills

- Digital Marketing: Google Ads, Meta Ads, LinkedIn Ads, Funnel Building (ClickFunnels), Email Marketing
- - Creative Production: Photography, Videography, Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Final Cut Pro, Audio Editing, Color Grading
- Strategic Execution: YouTube SEO, Campaign Optimization, Lead Generation, Analytics, Retention Workflows
- Soft Skills: Project Management, Client Communication, Problem Solving, Adaptability
- Tools & Platforms: Zoho CRM, Zoho Social, Respond.io, Zapier, Mailchimp, Canva

Links

<https://drive.google.com/drive/folders/1k2if5prm-g99kO8z7Z79QOZdeup3dHK6>

Certifications and Licenses

Google Ads Search Certification — Valid through May 2026

AI-Powered Performance Ads Certification — Valid through May 2026

Google Ads Creative Certification — Valid through May 2026

Google Analytics Certification — Valid through May 2026