

# MOHAMED NIHAL

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## PROFESSIONAL SUMMARY

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Marketing enthusiast with hands-on experience growing **social media** followership by **50%** and boosting **engagement** by **150%** through **targeted content** and **creator partnerships**. From optimizing live streams and driving user-generated content I combine creative strategy with analytical thinking. Backed by business and supply chain degree from the United Kingdom, I'm currently pursuing **Google Ads** certifications and **McKinsey** Forward Program, I'm eager to drive data-backed growth in a performance marketing or brand-focused role by bringing strategic insight and sharp execution with creative problem-solving to fuel growth, enhance performance, and drive results.

## POTENTIAL AREAS FOR EXPERTISE

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Performance Marketing, SEO, Ad Campaigns, CTR, A/B Testing, Social Media Management, Google & Meta Ads, E-Commerce, Market Research & Insights, Marketing Analytics, Client Communication & Stakeholder Engagement, Business Analysis & Strategy, Problem Solving & Critical Thinking, Adaptability & Quick Learning, Data Analysis & Interpretation, Project Support & Coordination, Administrative Support.

## WORK HISTORY

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### FAREASY EXPRESS INTERNATIONAL CARGO & FREIGHT COMPANY

SALMIYA, KUWAIT

*MARKETING INTERN (Digital Marketing)*

*Jan 2025 - May 2025*

- Executed weekly livestream sessions showcasing operations and customer testimonials, enhancing audience trust levels by **35%**, while boosting post **engagement rates** by an average of **50%** across all platforms.
- Led social media campaigns that boosted organic reach by **150%**, increasing Facebook followers from **8,000** to **12,000** in six months through **strategic livestreams**, **targeted content**, and **active user engagement**.
- Collaborated with three prominent content creators of Philippine community to amplify brand visibility, driving a **40%** increase in user-generated content and generating close to **100k** impressions through strategic partnerships.

### TRUFFLEZ FOODSTUFF & GENERAL TRADING COMPANY

ARDIYA, KUWAIT

*GENERAL ADMINISTRATIVE INTERN (Sales & Finance)*

*Jul 2024 - Dec 2024*

- Executed comprehensive data interpretation and cross-analysis of over **200 accounts**, ensuring a **98%** accuracy rate in **financial record-keeping and reporting**, which facilitated timely decision-making for internal stakeholders.
- Supported in-field sales initiatives by conducting follow-ups with more than **50 clients** monthly, contributing to a **15%** increase in lead conversion rates through effective **business development** activities.

- ◆ Streamlined the handling of pending invoices and **bank reconciliations**, resulting in further financial accuracy thereby enhancing overall financial operations efficiency.

## EDUCATION

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UNIVERSITY OF HULL

UNITED KINGDOM

*Bachelor of Arts in Business and Supply Chain Management*

*Graduation Date: Jul 2024*

THE INDIAN COMMUNITY SCHOOL

SALMIYA, KUWAIT

*High School*

*Graduation Date: Aug 2021*

## COURSES & CERTIFICATIONS

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- ◆ McKinsey Forward Program -Includes Adaptability& Resilience, Problem Solving, Communicating for Impact and Relationship & well-being courses | Present
- ◆ Google Ads Certification –(Search, Display, Shopping, Video, AI Powered Performance Max Ads) | Mar- Apr 2025

## LANGUAGES

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- ◆ English
- ◆ Malayalam
- ◆ Tamil
- ◆ Hindi
- ◆ Arabic