

SHUAIB MUKADAM

Marketing Executive

PROFILE

Create and implement successful sales and marketing strategies regardless of scale and budget. Excel at maximizing profits within limited budgets. Perform market research, develop strategic reports and organize and promote successful marketing campaigns. Aggressively pursue new sales leads resulting in high sales close rate.



Sharjah, United Arab Emirates



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EDUCATION

Bachelor of Management Studies
Mumbai University, Marketing | 2018

HSC | S.S Highschool & Jr. College
Science & Tech | 2015

SSC | St.Xavier School
Science & Tech | 2013

SKILLS

ADOBE LIGHTROOM

GOOGLE ADWORDS

HUBSPOT

POLARR

MS OFFICE

EXPERTISE

PERFORMANCE MARKETING

BUDGETING

KEYWORD RESEARCH

PUBLIC RELATION

MARKET RESEARCH

EXPERIENCE

DIGITAL MARKETING EXECUTIVE | JAN '21 - AUG '21
UGAM SOLUTIONS | MUMBAI, INDIA

- Created and launched various successful campaigns like: lead generation, conversion, awareness or exposure, traffic and engagement campaigns.
- Content creation as per dimensions approved by each social media platform.
- Setup target audience for every campaign on Social Media.
- Used a set of database to generate a much larger audience of the same interests by using the 'look-alike audience' feature on the Facebook Business Manager tool.
- Performed Search and Display ad campaigns on Google. (PPC)
- Keyword research for search campaigns on Google
- Copy writing for Facebook/Instagram Ads, Google Ads
- Created various wireframes for landing pages and content writing.
- Google My Business (GMB) optimization.
- Connected an automated Google sheet to the campaigns that needed no manual lead extraction.
- Responded to queries on comments
- Brainstormed new and creative growth strategies through digital marketing.
- Assisted the team in the development of the overall digital marketing strategy.
- Created content calendars for organic Posting for client's community across all social media platforms.
- Database collection of our audiences.



MARKETING EXECUTIVE | APR '19 - NOV '20
ARAB INFORMATION MANAGEMENT SERVICES | KUWAIT



- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.
- Developed new branding strategies and marketing collateral to foster business development and achieve revenue targets.
- Established targets for social media platforms to reflect business objectives.
- Identified target audiences and devised campaigns to match target demographics and optimize results.
- Developed and implemented targeted digital strategy to improve business performance.

SALES EXECUTIVE | OCT '18 - APR '19
JUDAIMI EQUIPMENT COMPANY | KUWAIT



- Represented the company in various exhibitions and trade fairs.
- Launched and distributed several products.
- Boosted sales in my department every month.
- Recorded sales and order information and sending copies to the sales office.
- Liaised with the suppliers in order to make sure that existing orders increase.
- Checked the quantities of goods on display and in stock.
- Managed and maintained key strategic client relationship.
- Expanded client base through cold calling to qualified prospective customers.

DIGITAL MARKETING ASSISTANT | NOV '17 - MAR '18
ZOOMCAR INDIA PVT LTD | MUMBAI, INDIA



- Assisted in creation of pre-season marketing plans to support department and divisional strategies.
- Contributed to mock-ups, email campaigns and social media content.
- Performed market analysis and researched latest trends.
- Collaborated with team members to help expand marketing channels.
- Stayed updated with latest marketing concepts and techniques.
- Increased brand awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.

CERTIFICATIONS

DIGITAL MARKETING COURSE | MUMBAI, INDIA

Summary Of Digital Marketing Techniques:

- Search Engine Optimization (SEO)
- Keyword Research and Analysis
- Search Engine Marketing (SEM)
- Google Adwords /PPC Advertisements
- Email Marketing
- Content Development

DIPLOMA IN IMPORT AND EXPORT | MUMBAI, INDIA

PERSONAL DETAILS

- Nationality : Indian
- Status : Married
- Languages : English , Hindi & Arabic
- Passport Number: R9246023
- Visa Valid Until 24 December, 2021