



# Aabid Muhammed Sakir

## DIGITAL MARKETING MANAGER

Responsible Digital Marketing Manager with an overall of 4+ years of experience to take on a dynamic role. Focused on developing successful campaigns, Web Designing, and product marketing plans that satisfy clients and meet demanding objectives. First-rate attention to detail and creative mindset.

Motivated customer support, eager to improve and streamline service procedures to maximize team efficiency and customer satisfaction. Specialized in quality, speed and performance improvements.

**MY PORTFOLIO** [Click the link to visit my portfolio](#)

## Experience

Presently at Dubai

### Fairmont Immigration Consultants, Dubai

Digital Marketing Manager

present

- Designed and Developed the entire Website with new UX UI Design and Content
- Dedicated Team lead with experience in achieving memorable campaigns and cross team collaboration. Proactive and excited to partner with like-minded individuals to achieve daily goals..
- Launching optimized online advertising campaigns to increase lead generation and awareness about the brand and its service offerings in META BUSINESS and GOOGLE ADS
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Video Shooting and Editing for Social Media Growth including facebook, Instagram and Tiktok
- Designed and Developed Landing pages to optimize user experience and branding
- Created multiple cost cutting brand awarrness successful campaigns through marketing research and statistical analysis
- Generated more than 12,000 Leads through Meta Business and Google PPC Campaigns in a short span of time

### Venture Holdings, Dubai

Digital Marketing Manager

2 months project

- Track SEO effectiveness and implement the best practices for improvement
- Dedicated Team lead with experience in achieving memorable campaigns and cross team collaboration. Proactive and excited to partner with like-minded individuals to achieve daily goals..
- Launching optimized online advertising campaigns to increase lead generation and awareness about the brand and its service offerings
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Create Landing pages for Backlink generation

### Google Ads, Bangalore

Ad Specialist | Analytics Operations Officer

2021- 2022

- Started as Risk Analyst - Key role was in managing the risk , delinquency and policy of Google CID's .
- Advanced knowledge of Google Analytics Tracking and reporting like conversion tracking, goals, segmentations, third party.
- Was promoted to Cloaking team and managed privacy violations .
- Google Analytics Certification
- Able to use initiative and take responsibility with a positive can-do attitude to deliver effective results

## Contact

+971 525128984

aabidmuhammedsakir@gmail.com

Al karama, Dubai

[LinkedIn](#)

## Expertise

- SEM (PPC Specialist)
- SEO
- Google Ads
- Google Analytics
- Search Paid ads
- Google Display
- Ctr conversion
- Marketing Content
- Lead generation
- Audience Targeting
- Social Media Ads
- Converting leads into customers
- Audience targeting
- Business Consulting
- Wireframes
- HTML, CSS, WIX, JavaScript
- WIX Expert
- Instagram Promotion

## Language

English

Malayalam

## Activities

- Set up meetings with team SOD and EOD
- Supporting team with queries related to product
- Subject matter expert
- Providing product training



## Hobbies

- Snooker
- Photography
- Driving
- Designing
- Product testing
- Badminton

## Declaration

I hereby declare that the information provided by me is correct and true to my knowledge.

## Links

- [Dribble](#)
- [Behance](#)
- [Unsplash](#)

## Experience

- **Harshit info solutions , Delhi** 2021- 2022  
**Digital Marketing Head | SEO SPECIALIST**
  - Plan, develop and implement SEO strategy with organic search optimization and ROI maximization
  - Head of product campaigns of ketodiet , Chillwell AC , Consumerdiet and ketobalance .
  - Monitor redirects, click rate, bounce rate, and other KPIs
  - Demonstrated ability to plan and conduct research in close collaboration with people in a variety of roles, including design, technology, product management and business stakeholders
  - Create ads and give ideas to improve clients sales and leads, set up Google ads campaign's by suggesting marketing strategies.

- **Flamingo Resort , Munnar** 2019 - 2020  
**Marketing Manager and Recruiter**
  - Created tie ups with most leading platforms and created a new portal which connected the cab service drivers and have made a Net sales of 13 lacs in short span of 3 months.
  - Future-focused with a desire to seek out and recommend opportunities for improvement, efficiencies and innovation in your organisational eco-system.
  - Was behind recruiting and managed 7 staffs including cleaning and maintenance .
  - A deep understanding of performance driven Digital Marketing Channels like Paid Search, Affiliate Marketing, Email Marketing, Display Marketing etc..
  - Kept good relations with MCC managers across Goibibo , Booking.com. , Agoda , Airbnb , Hotwire , yaatra and Makemytrip .
  - Demonstrated ability to plan and conduct research in close collaboration with people in a variety of roles, including design, technology, product management and business stakeholders

### Flamingo Resort , Munnar

#### Marketing Intern

- Started career as Marketing intern , while construction was happening . Made Internal plans and connected over 200 + travel agencies across Kerala . 2019 - 2020
- Created a 4-month targeted Marketing structure and was promoted to Sales and Accounting Division.
- Connected with all leading platforms like Goibibo , Booking.com. , Agoda , Airbnb , Hotwire , yaatra and Makemytrip .

## Education

- 12th CBSE** 2008-2018  
Loyola School , Trivandrum
- BBA Horns** 2018-2021  
Amity University Noida

## Volunter Experience

### Tedx Kochi

#### Chief coordinator

Was in the main coordination team ,I was behind connecting with the speakers , setting up the venue , and planning marketing techniques .

### Sony

#### Local purchase head

Worked with SONYInd for Pro Volleyball Leauge .(6 days span ). Was in charge of local purchase and maintenance



## Contact

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📍 Al karama, Dubai

🌐 [LinkedIn](#)

## Links

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[Dribbble](#)

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## Freelance Projects

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### ○ Expert Attestation

Google Ads (PPC), SEO and META BUSINESS

- <https://attest.ae/>

### ○ MilestoMemories

Web Design and Development with Social Media Marketing

- <https://www.m2mservicesuae.com/>

### ○ Astrona

Web Design and Development

- <https://www.m2mservicesuae.com/>

### ○ Venture Holding

Web Design and Paid Ads (Google Ads)

- <https://www.m2mservicesuae.com/>

### ○ Kard Family

Web Design and development

- <https://www.kardfamily.com/>