

MOHAMMED SHAFAT

Abdulla

Talented and motivated professional with more than 5 years of experience in the field of digital marketing. Possesses in-depth knowledge of current social media, content marketing, influencer strategies, and video/mobile optimisation. Excels in developing and executing marketing programs with a proven track record of reducing expenditures while increasing brand awareness revenue.

DUBAI , UNITED ARAB EMIRATES.

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**SOCIAL MEDIA MARKETING
SPECIALIST**

WORK EXPERIENCE

- ◆ DIGITAL MARKETING
- ◆ SOCIAL MEDIA MARKETING STRATEGY
- ◆ MARKETING CLOUD TOOLS STRATEGY.
- ◆ APP DEVELOPMENT AND MANAGEMENT
- ◆ GOOGLE ADS AND OTHER DISPLAY ADVERTISING
- ◆ SEO AND SEM
- ◆ CONTENT CREATION
- ◆ VIDEO AND PHOTO EDITING
- ◆ DATA ANALYTICAL SKILL
- ◆ FACEBOOK ADS AND OTHER PAID ADS CAMPAIGNS

WORK EXPERIENCE



Digital Marketing Branch Head

2021 November - 2024 Present

Incel Toursim LLC - United Arab Emirates

Plans and executes all Web, SEO, SEM, Database Marketing, Emails, Social media, Display Advertising Campaigns, and Other paid campaigns.

Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs) with the coordination of Marketing cloud tools and other analytic tools.

CONTENT CREATION AND VIDEO EDITING

Creating contents for Social Media Postings with original contents and Preparation of weekly social media content calendars



Digital Marketing Specialist

2020 March - 2021 October

Infineur Digital Creation- India

SEO, SEM, Database Marketing, Emails, Social media, Display Advertising Campaigns, E-commerce management

CORE COMPETENCIES

- WordPress
- website Management.
- App Development and Maintenance.
- Data Analysis tools.
- Social media handling and Management
- Photoshop and Canva.
- Cupcut and Other Video Editing Softwares
- Photography and Videography
- Salesfores And CRM Tools
- Event Organizing and Other Marketing strategy.

CERTIFICATIONS

- Digital Marketing Institution Certification
- Google ADS Certifiacion
- Google Analytics Certification
- OMCP
- LinkedIn Learning

Aiwaprime

Project Manager

2020 August - 2021 September

Aiwaprime -India

Website Management , S E O, Leading social Marketing and Online / Offline Advertising.

Create Social media marketing strategies and campaigns by creating the better content ideas, budget planning and implementation schedules.

coordinating developer / designer and Managing / developing App and website.



Digital Marketing Executive

2019 February - 2020 January

Triboro Solutions Pvt. Ltd - India

ON PAGE AND OFF PAGE OPTIMIZATION.

Keyword Research, Facebook pixel, Business listing Backlink campaign, Article Submission, Blog Optimisation / Submission/ Commenting, Directory Submission, Classified Submission, and Video Submission.

Designing Posters and Creating Social Media Marketing Ideas / Contents.

EDUCATION

2018 - 2019

DIGITAL MARKETING COURSE

Digital Kora , Bangalore
Karnataka , India

2015 - 2018

GRADUATE DEGREE

Bachelor of Business
Management (BBM)

Shree Devi College ,
Mangalore University ,
Karnataka , India

PERSONAL DETAILS

Date of Birth : 17/01/1997

Gender : Male

Nationality : Indian

LANGUAGES :

English | Hindi | Arabic | Tamil |

SOCIAL MEDIA PROFILE AND PROTFLIO



Shaff Mohammed
FACEBOOK



Mohammed Shafaf
LINKED IN



Shafaf Abdulla
BEHANCE

DECLARTION :

I Hereby declare that all the above information is true to the best of my knowledge and belief.

MOHAMMED SHAFAF ABDULLA
APRIL 2024