



# Abhishek Nadar

## Digital Marketing Executive

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Dubai, UAE

### SUMMARY

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Highly motivated and results-oriented digital marketing professional with over 2 years of experience in developing and executing successful online campaigns, managing website development, and driving website traffic. Proven ability to leverage digital marketing channels to achieve business goals and increase brand awareness. Possesses strong technical skills in web development, including HTML, CSS, JavaScript, and WordPress. Eager to contribute expertise and creativity to a dynamic team and build a successful career in the digital marketing field.

### EXPERIENCE

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04/2023 - Present

#### Digital Marketing Executive

London American City College ↗

- Increased website traffic by 25% by implementing SEO best practices, including keyword research, on-page optimization, and content creation.
- Grew social media followers by 30% across all platforms through engaging content and strategic campaign management.
- Developed and executed social media campaigns that generated a 20% increase in student applications.
- Utilized Google Analytics to track and analyze website traffic and user engagement, leading to data-driven improvements in website design and content.
- Created and maintained engaging content for the college website and social media platforms, including blog posts, articles, infographics, and videos.
- Developed and managed online advertising campaigns using Google Ads and Facebook Ads, generating a 10% increase in brand awareness.

06/2022 - 04/2023

#### Web Developer

Explore Engineering Management Consultancy DMCC ↗

- Designed and developed user-friendly web pages using HTML, CSS, JavaScript, and WordPress.
- Utilized data visualization tools such as Google Analytics to monitor web traffic and improve user engagement.
- Conducted data analysis to understand user behavior and preferences, using this information to inform future development decisions.
- Leveraged MS Excel and other MS Office Tools for data analysis and reporting

### EDUCATION

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01/2023 - 03/2023

#### Google Data Analytics

Coursera

10/2022 - 10/2022

#### Fundamentals of Digital Marketing

Google Digital Academy (Skillshop)

01/2022 - 04/2022

#### Full Stack Web Development

Rolla Academy

CERTIFICATES

03/2023 - Present	<b>Google Data Analytics Specialization</b> ↗ Coursera
10/2022 - Present	<b>Fundamentals of Digital Marketing</b> Google Digital Academy (Skillshop)
04/2022 - Present	<b>Full Stack Web Development</b> Rolla Academy, Dubai
06/2017 - Present	<b>Bachelors Degree</b> Loyola Institute of Science and Technology, Thovalai, India
12/2023 - 12/2024	<b>Google Ads - Measurement Certification</b> Google Digital Academy (Skillshop)

SKILLS

Google Analytics	Intermediate	WordPress	Intermediate
PPC (Pay-Per-Click) Advertising	Intermediate	HTML	Intermediate
Social Media Marketing	Intermediate	CSS	Intermediate
Amazon Marketing	Intermediate	JavaScript	Intermediate
Marketing Strategy	Intermediate	Canva	Intermediate
SEO	Intermediate	Photoshop	Basic
Semrush	Intermediate	Illustrator	Basic
		CapCut	Basic

LANGUAGES

English	Fluent	Malayalam	Intermediate
Hindi	Fluent	Marathi	Basic
Tamil	Fluent		