



# Abhishek Nadar

Digital Marketing Executive

+971-525031087  
abhisheknadar49@gmail.com  
abhi-49.github.io  
Dubai, UAE

## SUMMARY

Digital Marketing Executive with over 2 years of experience in creating WordPress websites, implementing SEO strategies, generating quality leads through online advertisements, and developing engaging content for various social media platforms. I have a strong background in managing social media campaigns, Google Ads, and Google Analytics, which I have effectively utilized to boost website traffic, enhance brand visibility, and increase engagement. Additionally, I possess knowledge of HTML, CSS, and JavaScript. I'm excited to apply my skills to a dynamic team and grow a successful digital marketing career.

## EXPERIENCE

|                   |   |
|-------------------|---|
| 04/2023 - Present | <div><b>Digital Marketing Executive</b><br/>London American City College, UAE ↗</div> <ul style="list-style-type: none"><li>Increased website traffic by 25% through the implementation of SEO best practices, including keyword research, on-page optimization, and high-quality content creation.</li><li>Grew social media followers by 30% across platforms through engaging content and campaign management.</li><li>Developed and managed Google Ads and Facebook Ads campaigns, leading to a 10% increase in brand awareness.</li><li>Analyzed website traffic and user engagement using Google Analytics, driving data-informed enhancements to content and design.</li></ul> |
| 10/2022 - 05/2024 | <div><b>Part-Time Digital Marketing Tutor   Freelancer</b><br/>Rolla Academy, UAE ↗</div> <ul style="list-style-type: none"><li>Mentored 20+ students in SEO, Google Ads, and social media strategies, achieving a 90% satisfaction rate.</li><li>Developed real-world scenarios-based learning modules to equip students with practical, in-demand skills.</li></ul>   |
| 08/2023 - 08/2023 | <div><b>WordPress Website Developer   Freelancer</b><br/>Cloudbyts, UAE ↗</div> <ul style="list-style-type: none"><li>Built a responsive, SEO-optimized WordPress website, within two months.</li><li>Integrated analytics tools for data monitoring, improving user engagement metrics.</li></ul>  |
| 06/2023 - 07/2023 | <div><b>Amazon Listing Specialist   Freelancer</b><br/>Skyfield Agritech, UAE ↗</div> <ul style="list-style-type: none"><li>Enhanced product visibility on Amazon, driving a 25% increase in sales through targeted keyword research and optimization.</li><li>Implemented SEO strategies to improve product search rankings. Developed product descriptions and titles to increase clicks and sales.</li></ul>   |
| 06/2022 - 04/2023 | <div><b>Web Developer and Digital Marketer</b><br/>Explore Engineering Management Consultancy DMCC ↗</div> <ul style="list-style-type: none"><li>Designed and developed user-friendly web pages using HTML, CSS, JavaScript, and WordPress.</li><li>Implemented effective SEO strategies and managed social media campaigns to engage target audiences.</li><li>Leveraged MS Excel and other MS Office Tools for data analysis and reporting</li></ul>  |

EDUCATION

|                   |  |
|-------------------|--|
| 01/2023 - 03/2023 | <b>Google Data Analytics</b><br>Coursera   |
| 10/2022 - 10/2022 | <b>Fundamentals of Digital Marketing</b><br>Google Digital Academy (Skillshop)                         |
| 01/2022 - 04/2022 | <b>Full Stack Web Development</b><br>Rolla Academy   |
| 04/2017 - 04/2021 | <b>Information Technology</b><br>Loyola Institute Of Technology And Science<br>Bachelors of Technology |

CERTIFICATES

|                   |   |
|-------------------|---|
| 03/2023 - Present | <b>Google Data Analytics Specialization</b> ↗<br>Coursera                           |
| 10/2022 - Present | <b>Fundamentals of Digital Marketing</b><br>Google Digital Academy (Skillshop)      |
| 04/2022 - Present | <b>Full Stack Web Development</b><br>Rolla Academy, Dubai                           |
| 12/2023 - 12/2024 | <b>Google Ads - Measurement Certification</b><br>Google Digital Academy (Skillshop) |

SKILLS

|                               |              |             |              |
|-------------------------------|--------------|-------------|--------------|
| Google Ads & Google Analytics | Intermediate | HTML        | Intermediate |
|                               |              | CSS         | Intermediate |
| Social Media Marketing        | Intermediate | JavaScript  | Intermediate |
| Amazon Marketing              | Intermediate | Canva       | Intermediate |
| SEO                           | Intermediate | Photoshop   | Basic        |
| Semrush                       | Intermediate | Illustrator | Basic        |
| WordPress                     | Intermediate | CapCut      | Basic        |

LANGUAGES

|         |        |           |              |
|---------|--------|-----------|--------------|
| English | Fluent | Malayalam | Intermediate |
| Hindi   | Fluent | Marathi   | Basic        |
| Tamil   | Fluent |           |              |