

# RESUME

AASHIK RAVI

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## Professional Summary:

Highly skilled marketing manager with experience in digital marketing, advertising, and online marketplaces. Skilled in Google Ads, Facebook Marketing, Instagram, with a track record of increasing brand awareness and driving sales. Previously, worked as a design and drafting procurement professional for Ferco Shutters & Seating Systems in UAE and India, and as an engineering professional for Bromatrix engineering and construction services pvt ltd in India.

Work Experience: Manager - Digital Marketing, Advertising & Online Marketplace EzyAdz Middle East FZ LLC, UAE [2023-Current]

Develop and execute digital marketing strategies to increase brand awareness and drive sales on online marketplaces.

Manage and optimize digital advertising campaigns across various platforms, including Google Ads, Facebook Ads, and Instagram Ads.

Analyze and report on key metrics, making data-driven decisions to improve campaign performance.

Collaborate with cross-functional teams to develop and implement promotional activities and campaigns.

Utilize tools such as Google Analytics and SEMRush to analyze website traffic and optimize online presence.

Design and Drafting Procurement Professional Ferco Shutters and Seating Systems, UAE and India [feb-2017-oct-2020]

Collaborated with cross-functional teams to design and draft products, ensuring high-quality and cost-effective manufacturing.

Managed procurement activities, including sourcing materials and negotiating contracts with vendors.

Conducted market research to identify new product opportunities and stay abreast of industry trends.

Engineering Professional Bromatrix Engineering Construction and Services Pvt Ltd, India [nov-2020-sep-2022]

# RESUME

[Include relevant job responsibilities and accomplishments]

Education: ITI Diploma in Mechanical Drafting, Industrial Training Institute-Govt], 2014.

Skills: digital marketing, advertising, online marketplaces, design and drafting, procurement, etc

Languages: Tamil and English