

# Mohammed Adnan

Digital Marketing Coordinator

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## PROFILE SUMMARY

As a **Digital Marketing Professional** with 2+ years of experience in SEO, paid media, email marketing, and e-commerce. Improved organic traffic by 40% and reduced cost-per-lead by 15% through optimized Meta and LinkedIn campaigns. Skilled in WordPress, Elementor, HTML, CSS, and JavaScript - developing responsive, conversion-focused websites and landing pages. Google Ads Certified. Focused on performance-driven strategies, brand growth, and delivering seamless digital experiences across platforms.

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## TECHNICAL SKILLS

Digital Marketing Skills: SEO (On-Page, Off-Page, Technical), Paid Advertising (Meta, LinkedIn, Google Ads), Social Media Marketing (SMM), Email Marketing & Automation, A/B Testing & CRO, Lead Generation, Content Marketing, Audience Targeting & Retargeting

Traditional Marketing Skills: Market Research, ROI Analysis, Brand Awareness, Email Marketing Campaigns, Customer Relationship Management (CRM)

Web Development Skills: HTML, CSS, JavaScript, WordPress development, WooCommerce specializations, Shopify, website, and landing page optimization.

Digital Marketing Tools: Google Analytics GA4, Google Search Console, Constant Contact/Mailchimp, Canva, Adobe Photoshop, Google Tag Manager, Meta Ads Manager, LinkedIn Ads Manager, Google Ads Manager.

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## PROFESSIONAL EXPERIENCE

Simal Technologies Middle East LLC, Dubai, United Arab Emirates

11/2024 - Present

*Digital Marketing Coordinator*

- Executed comprehensive SEO strategies including On-Page, Off-Page, and Technical SEO by optimizing meta tags, site structure, and content, which boosted organic traffic by 10%.
- Managed and optimized high-budget paid campaigns on Google Ads, Meta Ads, LinkedIn Ads, and Amazon PPC, reducing CPC by 15% and maximizing ROI.
- Created, scheduled, and analyzed engaging social media content across Facebook, Instagram, and LinkedIn, increasing audience engagement and Followers by 25%.
- Conducted detailed keyword research, competitor analysis, and content audits, driving improved search rankings and targeted organic traffic.
- Developed and enhanced WordPress website, implementing SEO best practices, improving mobile responsiveness, and accelerating site speed.
- Used Google Analytics, Google Search Console, Google Tag Manager, and marketing dashboards to monitor KPIs and generate actionable performance monthly reports.
- Managed Amazon Seller Central operations, including product listing optimization, catalog management, and inventory tracking, elevating product visibility and sales.
  - Designed professional ad creatives, social media posts, banners, and promotional materials using Canva, Adobe Photoshop, and AI-powered tools to ensure consistent brand messaging

Theorem Digital, Mysore, India

08/2023 – 09/2024

*Digital Marketing Associate – Media Ops & Management*

- Worked for Pandora's media planning team to design, allocate, and implement high-impact digital ad campaigns.
- Handled budget structuring and media strategy across platforms like Meta Ads, LinkedIn Ads, and Google Ads for maximum campaign efficiency.
- Interpreted client-submitted campaign maps using Jira tickets to set up campaign structures and targeting layers
- Used in-house tools like OMS, Butterfly, and Salesforce Dashboard to manage, track, and optimize campaign performance.
- Gained hands-on experience in full-funnel media operations, including audience segmentation, alignment, and real-time delivery insights.
  - Collaborated with QA and ad operations teams to ensure campaigns were error-free, on-brand, and performance-ready

VeriTech Software IT Services, Pune, India

01/2023 – 04/2023

*Web Developer Intern*

- Developed and maintained responsive websites using HTML5, CSS3, and JavaScript, ensuring cross-device and cross-browser compatibility.
- Assisted in front-end debugging, optimizing website performance, and improving load times and overall user experience.
- Collaborated with UI/UX designers and backend developers to implement new features and enhance Basic functionality.
- Gained hands-on experience with version control systems like Git for efficient code management and team collaboration.
- Participated in regular code reviews and sprint meetings, contributing to agile development cycles and continuous improvement.

Lgb Forge Limited, Mysore, India

08/2022 – 10/2022

*Technical Support Intern*

- Provided basic IT support for hardware and software issues.
- Helped install and set up computers and software.
- Diagnosed and fixed simple network problems.
- Delivered IT support to internal users via phone and email, ensuring timely resolution of technical issues.
  - Worked with Senior Engineer to solve day-to-day tech issues.

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## EDUCATION

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St. Joseph's First Grade College, Mysore, Karnataka

2020 – 2023

*Bachelor of Computer Applications*

St. Joseph's Pre-University College, Mysore, Karnataka

2018-2020

*Associate of Commerce*

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## CERTIFICATES

- Google Ads Search Certification – Google Skill shop
- Meta (Facebook) Digital Marketing Associate – Meta Blueprint
- HubSpot Content Marketing Certification – HubSpot Academy

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## PERSONAL INFORMATION

- Nationality – Indian
- Date of Birth – 25-08-2002

Languages Known – English, Hindi, Kannada, Urdu.