

SADEED UD DIN

Digital Marketing Manager| SEO | Social Media | Web Development

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PROFESSIONAL SUMMARY

Strategic and results-driven Digital Marketing Manager with strong experience in SEO, SEM, social media marketing, content creation, website development, and paid advertising. Proven success in managing brand visibility, generating quality leads, and delivering high-performing digital strategies in the UAE and UK markets. Skilled in Google Analytics, Meta Business Suite, WordPress, and automation tools.

CORE SKILLS

Digital Marketing Strategy & Planning SEO, SEM, Google Ads, Facebook Ads Social Media Management (FB, IG, TikTok, YT) Content Creation: Photos, Videos, Reels Website Development (WordPress, UI/UX) Graphic Design & Branding Video Editing (DaVinci Resolve, Premiere Pro Learning) Client Communication & Reporting.

WORK EXPERIENCE

CARE ZONE HOME CARE L.L.C – Dubai (2024–2025)

Digital Marketing Manager

- ✓ Increased website traffic by 45% through SEO improvements and weekly content updates
- ✓ Designed and launched a fully responsive website, improving loading speed by 30%
- ✓ Produced high-quality photos, videos, and reels that boosted social engagement by 60%
- ✓ Ran targeted Meta & TikTok ads, generating consistent leads for home care services
- ✓ Improved brand visibility by creating professional marketing materials (banners, brochures, posts)
- ✓ Integrated booking/contact tools, increasing online inquiries by 35%

Pirzada Embellish Textile Ltd – United Kingdom (2018–2021)

Digital Marketing Manager

- ✓ Designed brochures, catalogues, and social media creatives that increased brand awareness in UK market
- ✓ Boosted Facebook engagement by 40% through seasonal campaigns and optimized content
- ✓ Improved customer response time by managing email, WhatsApp, and Messenger communication
- ✓ Collaborated with UK sales teams to ensure accurate information during product launches
- ✓ Supported trade shows & promotions, enhancing customer engagement and sales visibility

Freelance Digital Marketer – Remote (2018–Present)

Digital Marketing Manager / Content Creator

- ✓ Helped clients grow their social media reach by 50–120% through creative content
- ✓ Ran paid campaigns that improved CTR and generated targeted leads for multiple industries
- ✓ Designed logos, branding kits, and promotional designs for international clients
- ✓ Edited videos for ads, reels, and promos using DaVinci Resolve
- ✓ Delivered SEO strategies that improved google rankings for small businesses
- ✓ Created monthly content calendars and handled full client communication & reporting

EDUCATION

High Secondary School – Army Public School, Pakistan

CERTIFICATIONS

Digital Marketing– Coursera (2025) Artificial Intelligence – IBM (2023)

Python Programming – University of Michigan (2019) Computer Science Programming – University of Michigan Web Development – Meta

DRIVING LICENSE

UAE Driving License: B1, B, BE

LANGUAGES

English–C1 Advanced Urdu – Native