



RIYAS ABUBACKER

Digital Marketing Specialist

PROFILE

Motivated and detail-oriented Digital Marketing Intern with strong knowledge of SEO, content marketing, branding, and sales funnels. Trained in performance marketing, WordPress, and analytics. Passionate about leveraging digital channels to drive measurable results. Currently gaining hands-on experience with real client projects and committed to continuous learning.

PROFESSIONAL EXPERIENCE

Tron Digital

Digital Marketing Specialist

03/2025 – Present
Abudhabi, UAE

- Assisted in planning and executing SEO strategies for real client websites, including keyword research, on-page optimization, and performance tracking using tools like Google Search Console and Rank Math.
- Created and optimized WordPress websites using SEO-friendly themes, plugins, and content strategies.
- Collaborated with the marketing team to analyze campaign performance and implement A/B testing.
- Managed content scheduling and publishing across social media platforms using Meta Business Suite.
- Worked on real-time client projects under the guidance of senior marketers from Tron Academy's UAE-based digital agency.
- Gained hands-on experience with performance marketing tools and campaign structures (Meta Ads, Google Ads - in progress).
- Attended weekly mentorship and upskilling sessions covering digital marketing fundamentals, branding, and analytics.

EDUCATION

Certified Digital Marketer

Higher Secondary

SKILLS

Digital Marketing

WordPress, Google Analytics, Google Search Console, Rank Math SEO, Tools: Canva.

Marketing Techniques

SEO (On-page & Off-page), Social Media Marketing, Content Marketing, Branding.

Basic Ad Knowledge

Meta Ads, Google Ads (Learning).

Soft Skills

Communication, Time Management, Team Collaboration, Problem Solving.

LANGUAGES

- English
- Malayalam
- Hindi