

Portfolio

Muhammed Akbar M

□ □ **Digital Marketing Executive**



About Me

Digital Marketing Executive with 3.5 years of experience and expertise in visual design. Proficient in creating compelling marketing materials, leveraging digital platforms to boost brand visibility and engagement. Skilled in utilizing various design software and marketing tools to execute impactful campaigns. Demonstrated success in developing and implementing effective digital marketing strategies.

☐☐ Skills

Digital Marketing

Google Ads | Ads Manager | Google Analytics | SEO | SEM | Social Media Marketing
Email Marketing | Content Marketing | Copywriting | Content Management | Data Analysis
KPI Monitoring | Content Creation | Developing Marketing Strategy | YouTube Marketing

Visual Design

Branding | Motion Animation | Adobe Photoshop | Adobe Illustrator | Adobe After Effects
Adobe InDesign | Adobe Premiere Pro | Business Design | Multimedia Design

Web Development

Html | CSS | Bootstrap | JavaScript | Ui / Ux Design | Responsive Design | Website Optimization
Java | Php | MySQL

Digital Marketing Executive

Cum Visual Designer



EMINENCE
PRIVATE SCHOOL

Eminence Private School, UAE

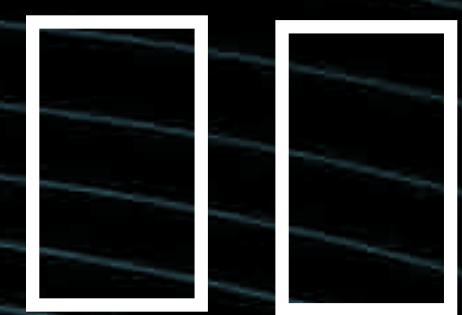
Eminence Private School, a proud member of the esteemed Sadhbhavana Group, is a beacon of quality education in Fujairah, UAE. Committed to offering an exceptional schooling experience at an affordable cost, we stand as an Indian institution with CBSE affiliation. With a robust student body of approximately 800, we prioritize holistic development, nurturing young minds for a dynamic global future. Our dedicated faculty and state-of-the-art facilities create an environment that fosters academic excellence, character building, and a passion for lifelong learning. Eminence Private School, where quality education meets affordability, shaping bright futures one student at a time.

□□ Tasks

- Developing comprehensive digital marketing strategies to enhance brand visibility.
- Managing paid advertising campaigns on platforms like Google Ads, Facebook Ads, and LinkedIn Ads.
- Creating compelling visual content for diverse digital channels, encompassing social media, websites, email campaigns, and digital advertisements.
- Producing graphics, images, infographics, and videos to support marketing initiatives.
- Update and design website content to ensure a user-friendly and visually appealing experience.
- Develop and curate content calendars for various social media platforms.
- Generate reports on the performance of digital marketing efforts, providing insights and recommendations for improvement.

□□ Achievements

- Maximized school's capacity during my tenure through effective marketing strategies.



Eminence Private School

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Student Enrolment Analytics

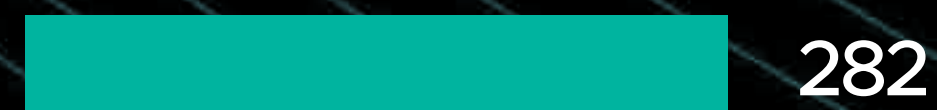
2021 - 2022

Total Strength



2022 - 2023

New Admissions



Total Strength



2023 - 2024

New Admissions



Total Strength



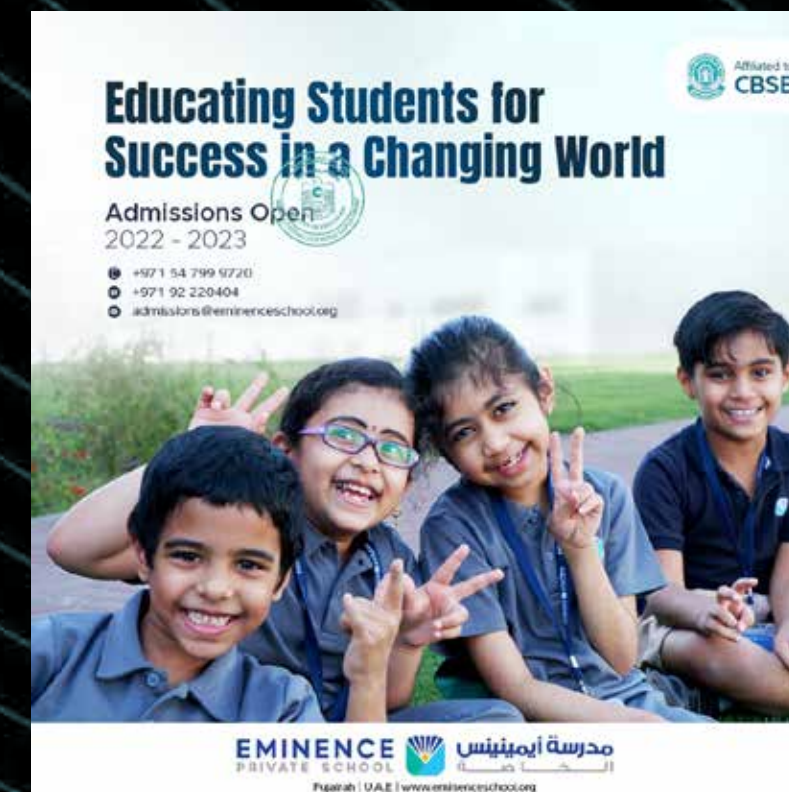
Breakdown of Marketing Funnel

□□ Muhammed Akbar M **Portfolio**

Awareness

Create Informatif And Persuasif Ad To Engage With Audience With The Ad Content: **Caption, CTA, And Image/Video/Motion/Gif**

□ Meta Ad



□ SEM Ad

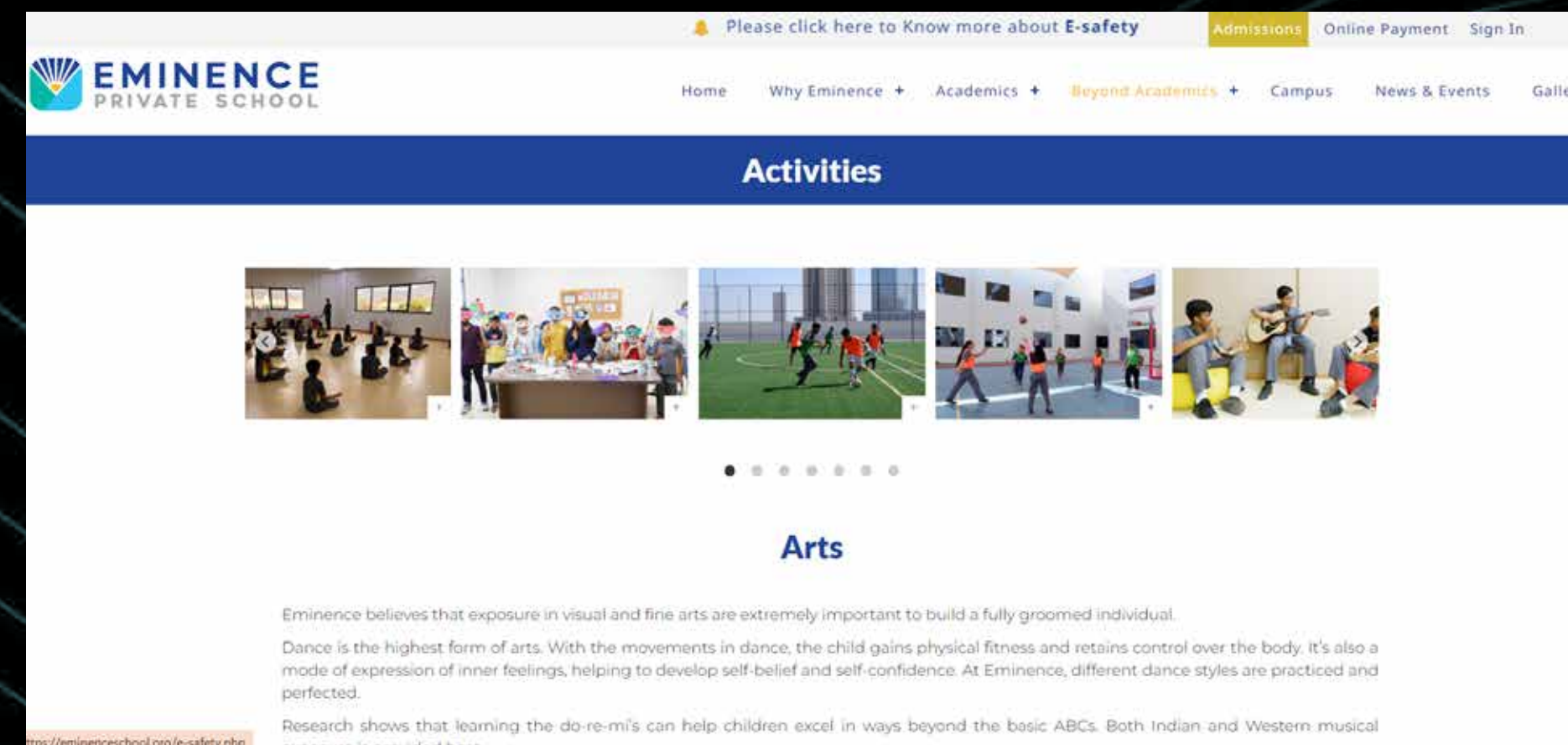
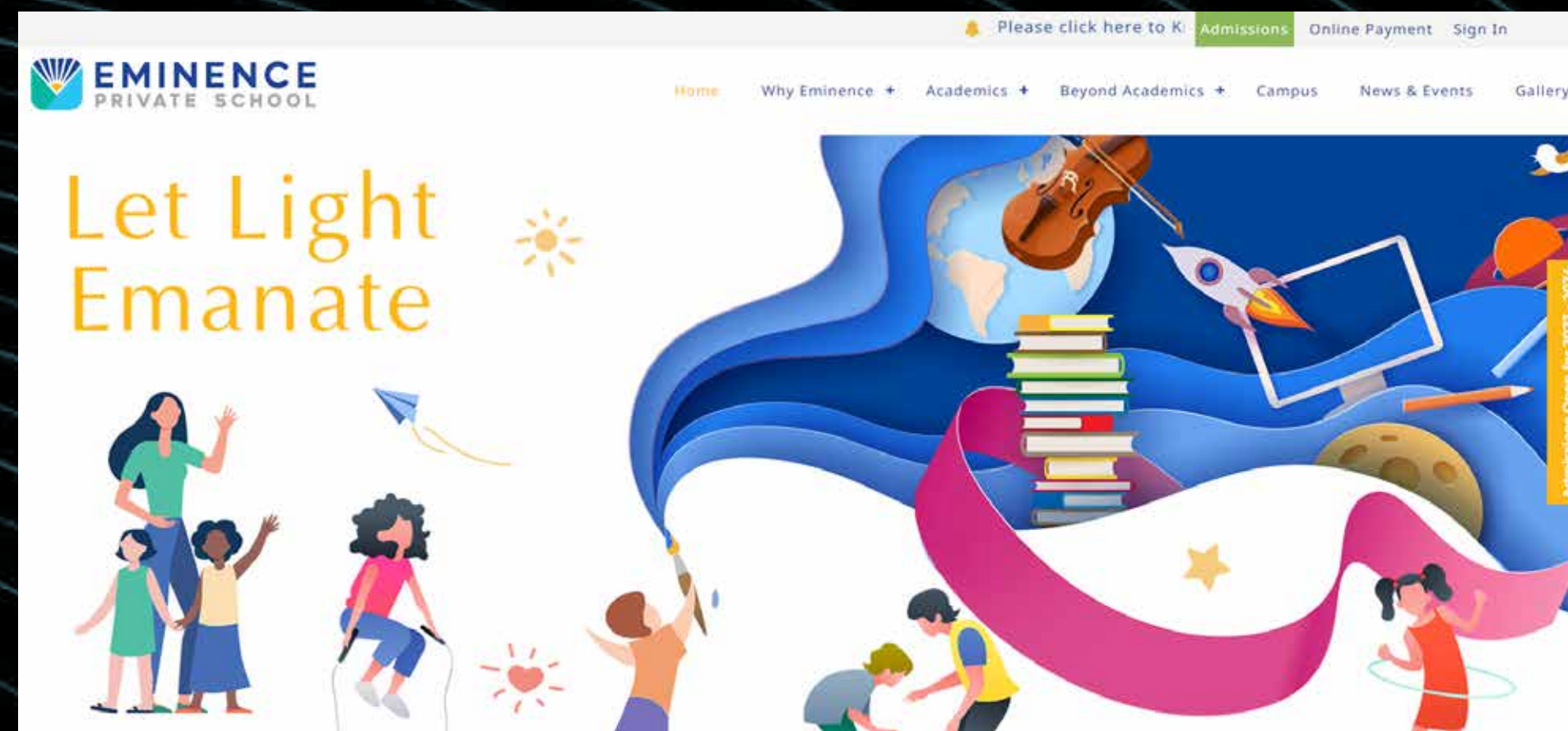
□ LinkedIn Ad

□ Email Marketing

Consideration

Revamped School Website: Led the Development Team to Ensure Simplicity and User-Friendliness.

Enhanced Website Experience: **Crafted a Clean and Intuitive Home Page, Fostering Transparency in the School Environment.**



Coverision

Direct Potential Customer To Online Admission Registration Page:

Suggest App Development Team To **Online Admission Registration Landing Page, Registration Button in Home Page**

- Elevated brand visibility through targeted meta ads
- Increased website traffic, leading to enhanced online presence
- Successful lead generation for admissions
- Strengthened digital footprint, contributing to overall growth and success

Digital Marketing Executive

Cum Visual Designer



Sadhbhavana Holdings, India

Sadhbhavana Holdings is a diversified organization committed to excellence in education and related services. Our flagship institutions, **Sadhbhavana World School in Calicut, India, and Eminence Private School in Fujairah, UAE**, cater to over 900 and 750 students, respectively. We are also dedicated to early childhood education through our innovative **Preschool Curriculum, Whysles**, serving approximately 50 client schools. Our **School Consultancy Firm, SetsSquare**, extends its expertise to around 150 client schools, enhancing educational standards.

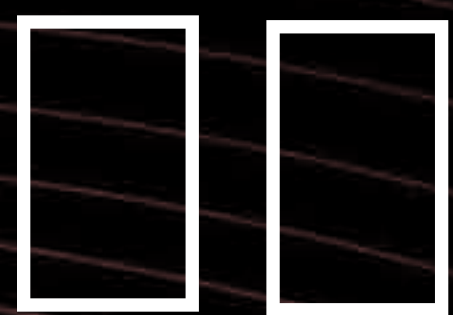
Inclusivity is paramount in our mission, exemplified by the **Spandhana Center for Special Needs**, providing specialized education to over 100 students. Additionally, our **Catering Unit, Reminisce**, ensures nourishing meals for approximately 15 schools. Sadhbhavana Holdings stands as a dynamic organization, driven by a commitment to education, diversity, and quality service across a spectrum of institutions and services.

□□ Tasks

- Implementing digital marketing strategies to boost brand visibility and reach for subsidiary brands.
- Monitoring key performance indicators (KPIs) and analyze data to refine and improve marketing efforts.
- Guiding and creating engaging graphics and visuals for impactful social media posts.
- Producing a variety of visuals, including graphics, images, infographics, and videos, to support marketing initiatives.
- Generating detailed reports on the performance of digital marketing efforts, offering valuable insights and improvement recommendations.

□□ Achievements

- Designed and managed Setsquare's website, overseeing its performance and functionality.
- Crafted brand identities and strategies for Spandhana Special Needs (a subsidiary organization) and the School Outreach Learning (SOL) Program.
- Took the lead and spearheaded the revitalization of Sadhbhavan World School's Art Fest brand identity, enhancing it for Sadhbhavarasa 2023



Sadhbhavana World School

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Student Enrolment Analytics

2021 - 2022

Total Strength



2022 - 2023

New Admissions

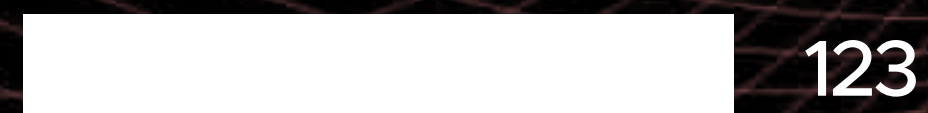


Total Strength



2023 - 2024

New Admissions



Total Strength





Breakdown of Marketing Funnel

Sadhbhavana World School

Awareness

Create Informatif And Persuasif Ad To Engage With Audience With The Ad Content: **Caption, CTA, And Image/Video/Motion/Gif**

□ Meta Ad



□ SEM Ad



□ Email Marketing



□ Linkdin Ad



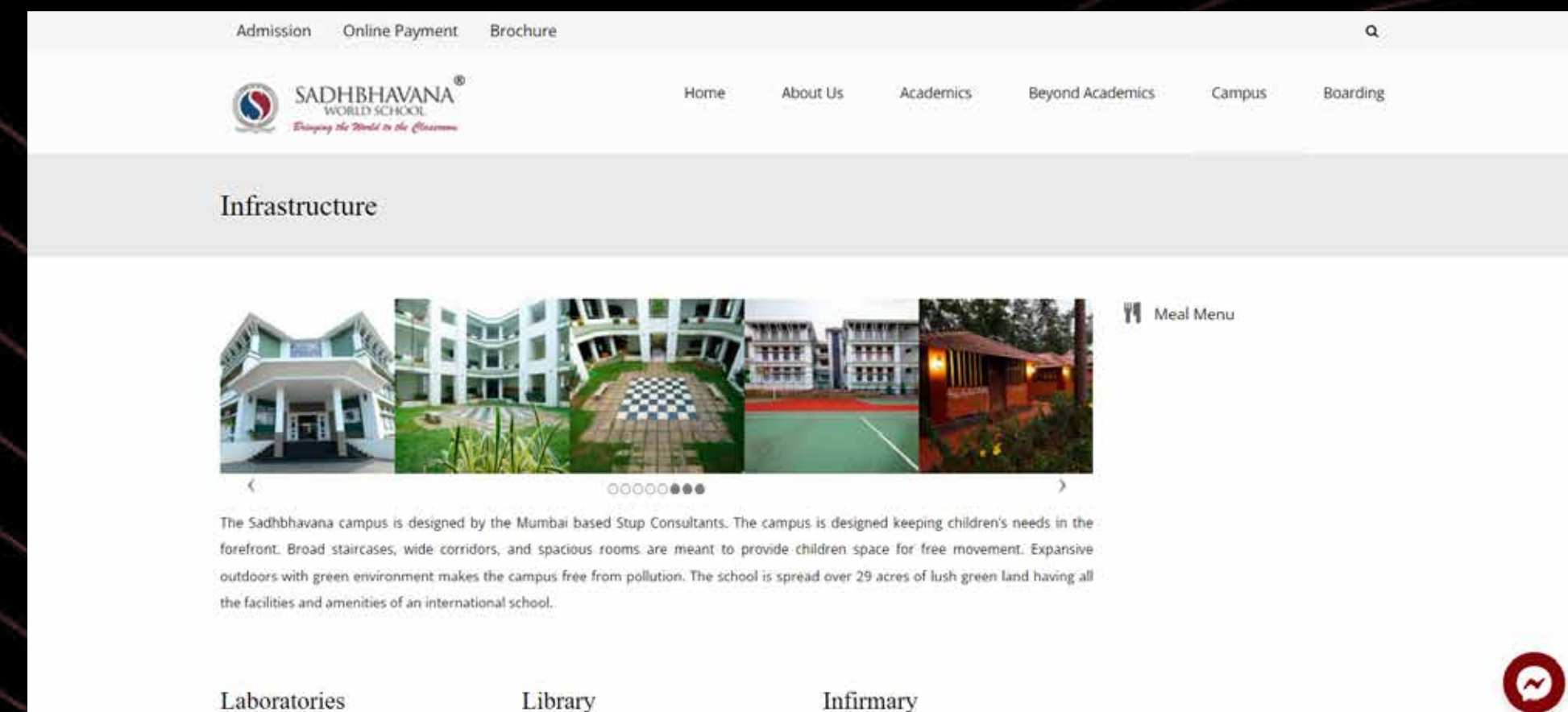
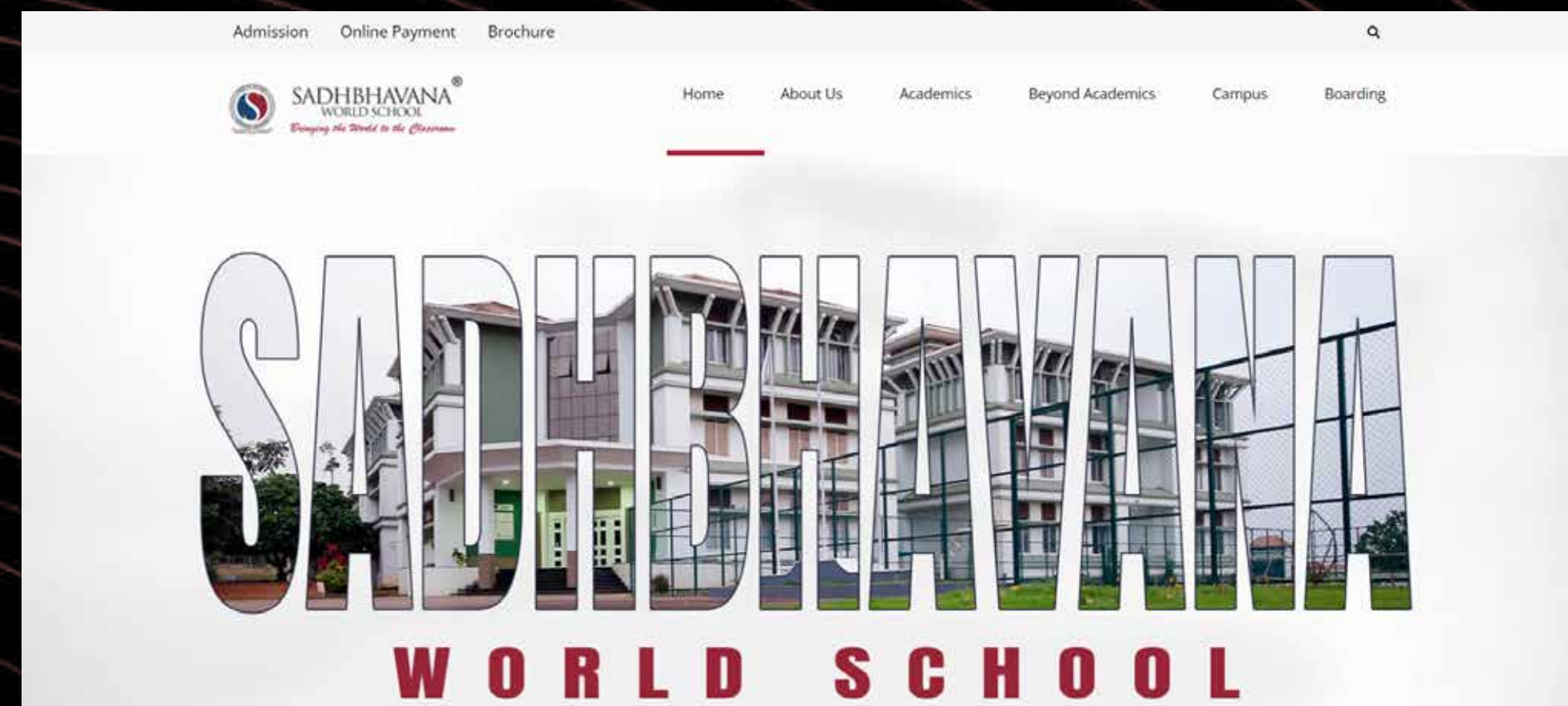
□ Magazine Ad



Consideration

Revamped School Website: Led the Development Team to Ensure Simplicity and User-Friendliness.

Enhanced Website Experience: **Crafted a Clean and Intuitive Home Page, Fostering Transparency in the School Environment.**



Coverision

Direct Potential Customer To Online Admission Registration Page:

Suggest Development Team To Create **Online Admission Registration Landing Page, Registration Button in Home Page**

- Elevated brand visibility through targeted meta ads
- Increased website traffic, leading to enhanced online presence
- Successful lead generation for admissions
- Strengthened digital footprint, contributing to overall growth and success



Breakdown of Marketing Funnel

Setsquare

Awareness

Create Informatif And Persuasif Ad To Engage With Audience With
The Ad Content: Articles, **Caption, CTA, And Image/Video/Motion/Gif**

□ Meta Ad



□ SEM Ad

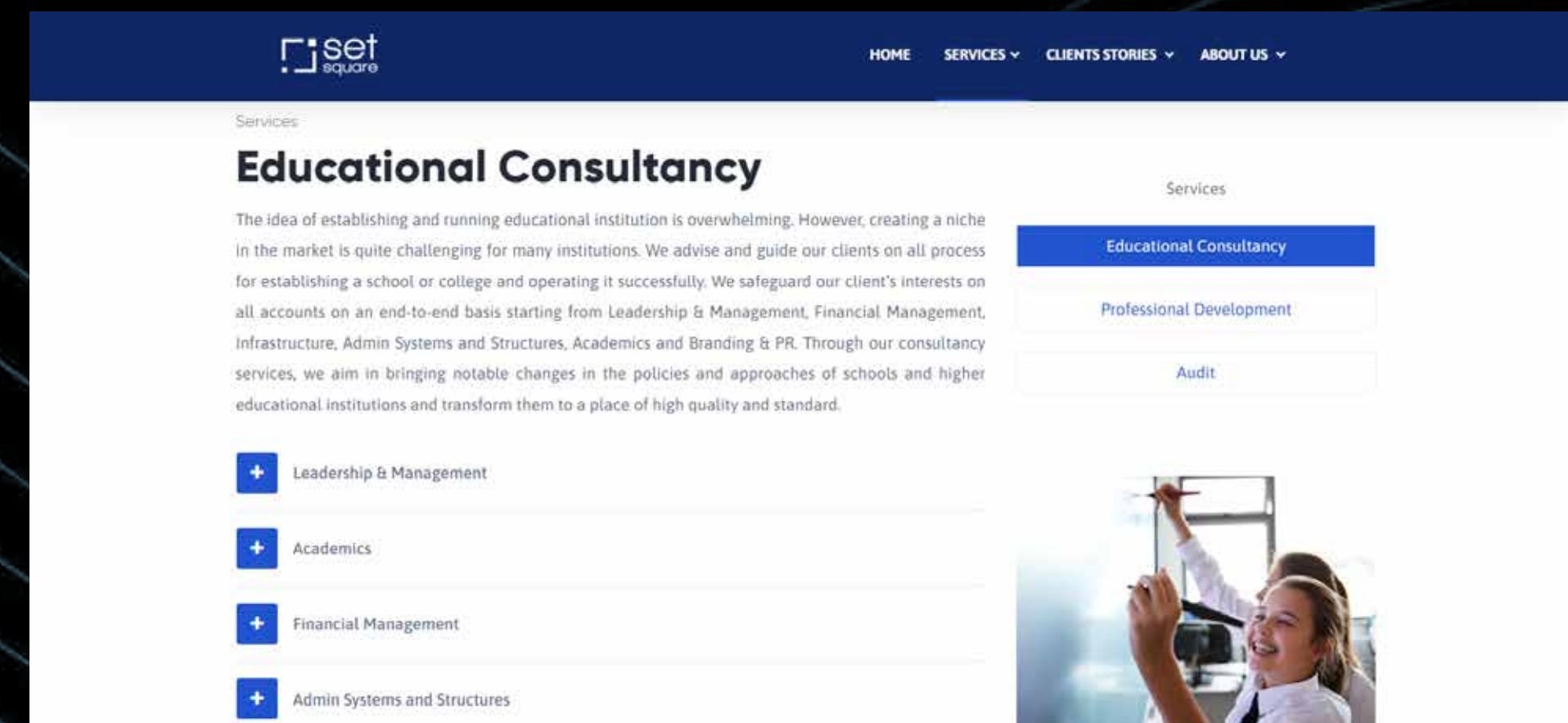
□ Email Marketing

□ Linkdin Ad

Consideration

Championed the design and creation of a user-friendly website, emphasizing simplicity.

Elevated the website experience by crafting a clean and polished web page.



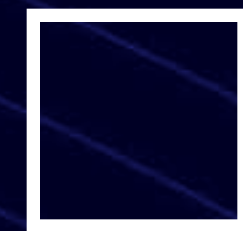
Coverision

Direct Potential Customer To Online Enquiry Page:

Suggest Development Team To Create **Online Enqiry Landing Form, Client Testimonials in Home Page**

- Elevated brand visibility through targeted meta ads
- Increased website traffic, leading to enhanced online presence
- Strengthened digital footprint, contributing to overall growth and success

Creative Designer



Soften Technologies, India

Soften Technologies, a seasoned player in the IT training industry, boasts a rich legacy of 12 years. With an impressive track record of over 25,000 successful placements, it stands as a beacon of excellence in skill development. Offering a diverse portfolio of 50+ specialized training programs, Soften Technologies caters to a wide spectrum of technological domains. Its hallmark lies in its ability to accommodate large cohorts, with batches often exceeding 1000 students. This dynamic organization is committed to nurturing talent, bridging the industry-academia gap, and empowering individuals with the skills needed to thrive in the ever-evolving world of technology.



□□ Achievements / Tasks

- Developed brand identity and strategy for Tenfos Cybernetics, a subsidiary organization.
- Managed and optimized paid advertising campaigns on Facebook Ads, and LinkedIn Ads.
- Created compelling visual content across digital channels, including social media, websites, emails, and digital ads.
- Updated website content to ensure user-friendliness and visual appeal.
- Executed email marketing campaigns and graphics for maximum engagement.
- Curated content calendars for diverse social media platforms to maintain a consistent online presence.

□□ Contents



Thank You!

*Embrace the power of pixels, where strategy meets creativity in the digital realm.
Let's make every click count. Together, we shape tomorrow's success today.*



Contact



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