

YASER AHAMED

Marketing & Event Coordinator

📍 Abu Dhabi, United Arab Emirates

📞 0582725500

✉ yasercardiffm@gmail.com



+ ABOUT ME

Accomplished Marketing Analyst with the responsibilities of tracking adversing costs, researching consumer behavior and exploring market trends and opportunities.

+ EDUCATION

- Cardiff Metropolitan University
2019
BACHELOR OF BUSINESS & BACHELOR OF ARTS
- Rani Public School
Kozhikode
2015
HIGH SCHOOL DIPLOMA

+ SKILLS

Google Ads

Facebook Ads

Google Analytics

Social Media Marketing

+ LINK

LinkedIn

https://www.linkedin.com/in/yaser-ahamed-454100168?utm_s...

+ LANGUAGES

English

Hindi

+ PERSONAL DETAILS

Date of birth

30/01/1997

Nationality

Indian

Marital status

Single

+ CERTIFICATION

- Kochi
OCT 2019
DIGITAL MARKETING,
SPECTRUM SOFTECH
SOLUTIONS PVT.LTD

+ DRIVING LICENSE

Driving license category

Valid UAE Driving License

+ WORK EXPERIENCE

- Fire Flys
Dubai
JUN 2024 - PRESENT
DIGITAL MARKETING EXPERT
 - Develop engaging, high-quality content including posts, images, videos, and infographics.
 - Curate content from industry sources, partners, and influencers.
 - Oversee the day-to-day management of social media accounts (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok).
 - Schedule and publish content regularly.
 - Create and implement a comprehensive social media strategy that aligns with the company's brand and business goals.
 - Plan and manage content calendars for various platforms.
 - Respond to comments, messages, and mentions promptly to foster engagement and build relationships with the audience.
 - Manage online communities by moderating discussions and addressing any issues or concerns.
 - Plan, execute, and optimize paid social media advertising campaigns. Monitor ad budgets and performance, making necessary adjustments to maximize ROI.
 - Stay updated on the latest social media trends, tools, and best practices.
- Infinity Health Care
Abu Dhabi
OCT 2023 - MAY 2024
DIGITAL MARKETING CO ORDINATOR
 - Coordinate and execute multi-channel marketing campaigns across platforms such as social media, email, and PPC advertising
 - Identify and build relationships with relevant influencers to amplify brand messages. • Conduct market research and competitor analysis to identify opportunities and trends in the digital landscape. • Analyze campaign performance metrics and KPIs to measure effectiveness and identify areas for improvement.
 - Manage social media accounts, including content creation, scheduling, community engagement, and performance tracking.
 - Stay updated on the latest social media trends, tools, and best practices.
- Vac Mate Home Commercial and Facility Services
Abu Dhabi
MAY 2023 - MAY 2024
SOCIAL MEDIA EXECUTIVE - REMOTE
 - Managing Digital Marketing strategies across social media and online.
 - Social Media management, content creation, & sponsored post.
 - Plan and manage content calendars for various platforms.
 - Develop engaging, high-quality content including posts, images, videos, and infographics.
 - Schedule and publish content regularly.
 - Respond to comments, messages, and mentions promptly to foster engagement and build relationships with the audience.
 - Prepare detailed reports on campaign performance and adjust strategies based on data insights.
 - Monitor ad budgets and performance, making necessary adjustments to maximize ROI.
- Evento Smart Solutions
NOV 2021 - PRESENT
EVENT COORDINATOR - FREELANCER
 - Create detailed event plans, including timelines, budgets, and resource allocation.
 - Coordinate logistics such as transportation, accommodations, and schedules for attendees or guests
 - Negotiate contracts with vendors and suppliers to secure the best rates.
 - Communicate with clients, sponsors, and stakeholders to understand their needs and expectations.
 - Collaborate with marketing teams to promote events through social media, email campaigns, and other channels.
 - Create and distribute event materials such as invitations, programs, and signage
 - Coordinate with staff, volunteers, and vendors to ensure all tasks are completed on time.
 - Provide clear instructions and support to team members to ensure effective collaboration.
 - Maintain regular communication with clients to provide updates and address concerns.
 - Prepare final reports, including financial summaries and event outcomes.
- Digital Links
Abu Dhabi
APR 2021 - APR 2023
PERFORMANCE MARKETING ANALYST

Create & manage campaigns across platforms like Google, Facebook, Snapchat, TikTok, YouTube & Search Ads.

 - Assist the team in market analysis & research to clients and provide actionable tips/advice for expanding their reach in the digital space.
 - Create Yearly/QBR and assist in strategic reports for clients.
 - Assist & supervise Interns/Trainee on day-to-day campaign executions.
 - Collaborating with the internal team to contribute day-to day strategic work for clients.
- Ecraftz Infotech
Kozhikode, Kerala
MAY 2020 - JAN 2021
DIGITAL MARKETING EXECUTIVE
 - Execute other digital and web benchmarking projects. • Proactively identify on-page SEO opportunities.
 - Improve conversion of owned and media traffic.
 - Develop content strategy & perform content audit.
 - Work with research persona- driven keywords research.
 - To build a brand value through social media engagement.
 - Plan and execute database marketing, email, social media, & display adversing campaigns.
- Whakaaro
Thalassery, Kerala
APR 2019 - MAR 2020
DIGITAL MARKETING EXECUTIVE
 - Create daily/weekly reports on campaign performance.
 - Execute and run ads by handling the official social media accounts.
 - Collaborate through campaigns, paid media, local marketing, and build service team.
 - Identifying to action plans in order to improve conversion rates across digital platforms, including campaign optimization.