

# Hello, I'm Ayan Abbas

Professional digital marketer +  
Social media manager

My Portfolio







Who I Am and What I Do



**My name is Ayan Abas.**

I'm a professional digital marketer and social media manager based in Addis Ababa. I have worked with several brands in fine-tuning their SEO, boosting their social media presence, and developing their overall content strategy.





## Education Certification

### **Bachelor's Of Science In Software Engineering**

Addis Ababa University, Addis Ababa Institute Of Technology

*2021 - 2025*

4th year

20/11/2023 - Present

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### **Digital Marketing Certification (Google)**

Tresswood University

*2023*

Outstanding Certification Award

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### **Introduction To Social Media Marketing**

Meta(Coursera)

September 2023 to November 2023

*Took* the course of the foundation's social media accounts and spearheaded its digital marketing efforts.

### **Foundation Of User Experience**

Google Certificate

July 2023

Attended an online certification course to strengthen the user experience skills.



## Work Experience

September 2023– Present

iRISE LABS | Addis Ababa

### Junior/ Social Media Marketer

A startup company where I worked on customer growth by their social media platforms and creating content as well as graphic designs.

October 2023– Present

Bellx Tech Solutions | Addis Ababa

### Marketing Officer

This is another startup company in which I worked as a Marketing officer. Basically working on the company's development by implementing strategies.

21/10/2023 – 10/11/2023

OASIS Infobyte | Satya Niketan, South West

New Delhi., India – 110021

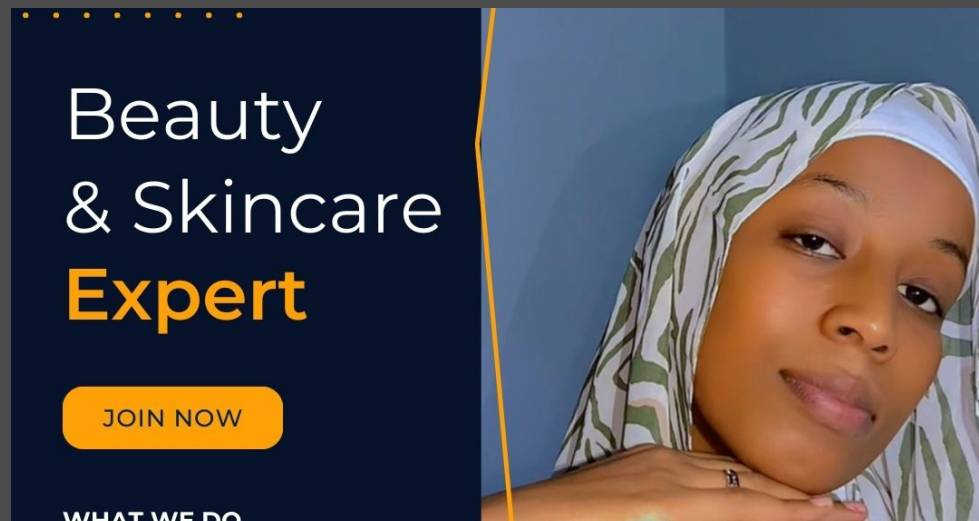
Graphic Design Internship

# MY WORK



## Strategy for iRISE LABS

This is a strategy that created for the company's marketing success



## Strategy for Bellx

This is a strategy that created for the company's marketing success

