### MOHAMMED ADEEB. K



# BUSINESS DEVELOPMENT EXECUTIVE / PFROFESSIONAL IN WEB DESIGNING, ECOMMERCE & DIGITAL MARKETING

(UK Certified in Digital Marketing)

Availability: Immediate

Mobile:+971557029094 adeebusn@gmail.com

Date of Birth: 19/10/1994, Gender: Male, Indian, and Married.

#### CAREER OBJECTIVES

In quest of professional opportunities for utilizing my skills and abilities in computerized industries that offers professional growth while being resourceful, innovative and flexible. Willing to work as a key player in challenging and creative environment.

**EDUCATION** 

### Digital Marketing (2020)

Specialized in Digital Marketing From Tecswan IT Center & Research and Development, Kerala, India. UK Certified

<u>Master Of Business Administration In Marketing Management (2021 to still Progressing)</u>

MBA in Marketing Management From Bharathiar University, Kerala, India.

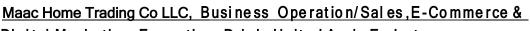
Bachelor of Commerce In Computer Applications (2013-2016)

Bachelor of Commerce and Computer Applications from University of Calicut, Kerala, India (2013-May2016).

Higher Secondary (2012), Senior Secondary (2010)

Government High School, Cherpulassery, Palakkad District, Kerala.

#### **EXPERIENCE-I**



Digital Marketing Executive, Dubai, United Arab Emirates

Duration: March 4th 2023 to Still Working.

#### Responsibilities:

- Responsible for developing and managing the Company's E-commerce platform. (Word press, woo commerce).
- o Graphic design (Adobe Photoshop, illustrator, premier pro and Adobe light room)
- o Managing Digital marketing. (SEO, SEM and SMM).
- Analyzing and reporting online performance and results.
- Ensure service levels are set, achieved, and maintained by working closely with customer service, fulfillment, and platform providers.
- o Monitor to improve customer delivery performance and enhance customer satisfaction.
- Lead eCommerce projects and execute marketing plans to drive cost-effective qualified shopper traffic to websites.
- Monitoring the sales operations for promoting products and accountable for achieving business goals and increasing sales growth.



- Analyzing the fast-moving, slow-moving, and dead stock in the stores and taking required actions to increase profitability.
- o To work closely with Managers to ensure upload, update of existing and adding in new products.
- o Inventory Management.



#### **EXPERIENCE-I**

# Al Ghaith Trading & Contracting, Business Operation/Sales, E-Commerce & Digital Marketing Executive, Abudhabi, United Arab Emirates

Duration: 19th December 2021 to December 2022.

#### Responsibilities:

- o Managed retail online stores business (Ghaith online, Amazon, Noon, Sharaf DG, Moms world, Dubai Store, Carrefour, Lulu), Met present customergoals through e-commerce sales maximization, Marked new product launch, sales, and promotion.
- Analyzed and maintained performance reports for multiple marketing channels; Evaluated emerging technologies and acquired insight into online marketing trends to ensure that the marketing strategies are upto-date.
- Devised, Deployed and monitored process to boost long-term business and increase profit level.
- o Oversaw day-today business operations on the sales floor by fostering deep professional relationships with customers.
- o Using social media to enhance the profile and reach of the company.
- Developed and cultivate relationships wggith both new and existing clients through effective communication and exemplary interpersonal skill.
- o Graphic designing
- o Building upon current client strategies within the digital arena to meet and exceed objectives.
- o Targeting customers through the use of social media, cold call and direct marketing.
- o Identifying client objectives and then coming up with ways to achieve them
- o Managing Digital marketing (SEO, SEM, SMM)



#### **EXPERIENCE-II**

## Arabicana International FZE, Business Operation cum Digital Marketing Executive, Dubai, United Arab Emirates

Duration: 25th June 2019 to 30 November 2021.

#### Responsibilities:

- o Planned and executed all digital marketing campaigns including **SEO**, **SEM**, and **SMM** thereby increasing web traffic by 50% in three weeks. Created and modified campaigns on digital platforms such as Google AdWords, Facebook, Instagram, YouTube, Power Editor etc.
- o Increased LinkedIn, Facebook, and Instagram following.
- Analysed and maintained performance reports for multiple marketing channels; Evaluated emerging technologies and acquired insight in online marketing trends to ensure that the marketing strategies are upto-date.
- o Devised, Deployed and monitored process to boost long-term business and increase profit level.
- Oversaw day today business operations on sales floor by fostering deep professional relationshipswith customers.
- Developed and cultivate relationships with both new and existing clients through effective communication and exemplary interpersonal skill.
- o Using social media to enhance the profile and reach of the company.
- o Building upon current client strategies within the digital arena to meet and exceed objectives.
- o Targeting customers through the use of social media.
- o Identifying client objectives and then coming up with ways to achieve them.

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#### **EXPERIENCE-III**

Facility Manager/Accounts in Top Link, Doha - Qatar.

Duration: 22th November 2016 to 19 January 2019.

#### Responsibilities:

- o Perform company activities according to health standards department.
- o Ensure company equipment and facility are in best operating condition.
- o Practice in both manual and computerized accounting.
- o Accounting activities up to finalization of accounts.
- o Preparation of Credit Note, Debit Note, Stock, Post Dated Cheque (PDC) etc.
- o Maintenance of various accounting registers for Purchases.
- o Preparation of Income & Expenditure Statements for different types of business.
- o Preparation of bank reconciliation statements.
- o Online various social Medias.
- o Publishing various contents/posts related to marketing on social websites.
- o Manage and control departmental financial processing.
- o Report to Executive Housekeeper about activities progress and issues if any.
- o Lead staff relations effectively within supervisory department.
- o Conduct communication meetings once in month and ensure employee performance effectively.
- o Handle concerns of guest and follow up on activities as required.
- o Conduct budgeting, purchasing, payroll, forecasting and inventory control.
- Ensure to promote actively team work within department and maintain strong interdepartmental relations.
- Responsible for daily online sales, operations, including new item/campaign setup, logistic management, product page design, online content creation etc.

#### COMPUTER & SOFTWARE SKILLS

- o Digital Marketing. SEO, SEM, SMM, Email Marketing.
- o Google AdWords, Google analytics, PPC, SMS analytics.
- o Graphics Designing (Adobe Photoshop, illustrator, premier pro and Adobe light room)
- o Basic knowledge in Photographic, videography and Editing.
- o Web Design & Development.
- o Content writing.
- o Software Package MS Office.
- o Knowledge in Computer Fundamentals, Windows XP, Windows 11, Windows 10, Linux.

#### PERSONAL STRENGTHS

- o Operation Management
- o Strategic and Business planning
- o Staff Management
- o Good Communication skill.
- o Team Leadership and Relationship building and management.
- o Faith in God.
- o Trustworthy.
- o Quick Learner and Process improvement.
- o Motivated & Goal oriented
- Ability to work efficiently & effectively in a confidential work environment and to rapidly acquire knowledge.
- o Experience in office management with comprehensive problem-solving abilities.

#### OTHER INFORMATIONS

#### Language Competency:

- o English (Read, Write & Speak)
- o Hindi (Read, Write & Speak)
- o Malayalam (Read, Write & Speak)
- o Tamil (Read & Speak)
- o Arabic (Read).
- o Area of interest
- o Travelling
- o Sports
- o Reading Books
- o License: Valid UAE Manual/Automatic License Holder.
- o Visa Status: Visit Visa till 5 August 2023

I consider myself I familiar with E-commerce & Digital Marketing aspects. I am also confident of my ability to work in a team. I hereby declare that the information provided istrue to the best of my knowledge.

Mohammed Adeeb, K