

MOHAMMED ADEEB. K



BUSINESS DEVELOPMENT EXECUTIVE / PROFESSIONAL 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

Master Of Business Administration In Marketing Management (2021 to still Progressing)

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-May 2016).

Higher Secondary (2012), Senior Secondary (2010)

Government High School, Cherpulassery, Palakkad District, Kerala.

EXPERIENCE - I

Maac Home Trading Co LLC, Business Operation/Sales, E-Commerce & 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).
- Graphic design (Adobe Photoshop, illustrator, premier pro and Adobe light room)
- 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.
- 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.
- To work closely with Managers to ensure upload, update of existing and adding in new products.
- 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 :

- Managed retail online stores business (Ghaith online, Amazon, Noon, Sharaf DG, Moms world, Dubai Store, Carrefour, Lulu), Met present customer goals 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 up-to-date.
- Devised, Deployed and monitored process to boost long-term business and increase profit level.
- Oversaw day-to-day business operations on the sales floor by fostering deep professional relationships with customers.
- Using social media to enhance the profile and reach of the company.
- Developed and cultivate relationships with both new and existing clients through effective communication and exemplary interpersonal skill.
- Graphic designing
- Building upon current client strategies within the digital arena to meet and exceed objectives.
- Targeting customers through the use of social media, cold call and direct marketing.
- Identifying client objectives and then coming up with ways to achieve them
- 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 :

- 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.
- 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 up-to-date.
- 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 relationships with customers.
- Developed and cultivate relationships with both new and existing clients through effective communication and exemplary interpersonal skill.
- Using social media to enhance the profile and reach of the company.
- Building upon current client strategies within the digital arena to meet and exceed objectives.
- Targeting customers through the use of social media.
- Identifying client objectives and then coming up with ways to achieve them.

TOP LINK

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.
- o Ensure to promote actively team work within department and maintain strong interdepartmental relations.
- o 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.
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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
- o 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).

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 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 is true to the best of my knowledge.

Mohammed Adeeb. K
