

ABDUL JUBAIR P A

DIGITAL MARKETING EXECUTIVE

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SUMMARY

Results-driven Digital Marketing Executive with 1.6+ years of experience in SEO, social media marketing, website management, and performance advertising. Skilled in Meta Ads, lead generation, Google Analytics, and conversion tracking. Proven ability to improve online visibility, increase engagement, and generate qualified leads for service-based businesses. Strong experience in WordPress management, content marketing, and data-driven campaign optimization.

SKILLS

Digital Marketing Skills	Technical Skills	Tools
<ul style="list-style-type: none">SEO (On-page & Off-page)Keyword ResearchSocial Media MarketingContent MarketingSEM (Paid Advertising)Lead GenerationEmail MarketingGoogle Search ConsolePerformance Marketing	<ul style="list-style-type: none">WordPress Website ManagementGoogle AnalyticsGoogle Tag Manager (Basics)Meta Pixel SetupDomain & DNS ManagementHosting & Email SetupBasic HTML & PHPTechnical SEO BasicsWebsite Performance Optimization	<ul style="list-style-type: none">SEMrushAhrefsUbersuggestScreaming FrogCanvaMeta Ads ManagerGoogle Search ConsoleAI Tools for Content and Marketing

EXPERIENCE

FAST BUSINESS SERVICE - DUBAI, UAE

(July 2025 - Present)

Digital Marketing Executive

- Manage end-to-end digital marketing activities including SEO, social media management, website updates, and Meta advertising
- Designed & developed website, hosting, email content creation, and SEO optimization
- Planned and created engaging social media content to improve reach and brand awareness.
- Execute and optimize Facebook & Instagram ad campaigns to generate inquiries and leads
- Design marketing creatives, posters, and promotional materials using Canva
- Monitor website and campaign performance using Google Analytics and Meta Insights
- Supported improvements to the company's previous website, enhancing online visibility

FREELANCE - KERLA, INDIA

(August 2024 - April 2025)

Digital Marketer

- Managed social media marketing projects for small businesses and service-based clients
- Planned and created, engaging social media content to improve reach and brand awareness
- Set up and managed Meta ad campaigns focused on lead generation and engagement
- Designed social media creatives, ad visuals, and promotional posts using Canva
- Tracked campaign results using Meta Insights and improved performance based on data
- Used AI tools for content creation and marketing automation.

SOFTEN TECHNOLOGIES - KERALA, INDIA

(August 2023 - July 2024)

Junior Digital Marketing Executive

- Executed on-page and off-page SEO strategies, including keyword research, competitor analysis.
- Performed technical SEO audits using SEMrush, Ubersuggest, and Screaming Frog
- Created and managed blog content, social media posts, and email campaigns
- Managed WordPress websites including content updates and SEO plugin optimization
- Designed marketing creatives using Canva
- Monitored performance using Google Analytics to improve conversions

LINNK ACADEMY - KERALA, INDIA

(October 2022 - April 2023)

Microsoft Azure Intern

- Trained in Azure fundamentals, administration, and security
- Worked with cloud services, virtual networking, and identity management

UFLORET TECHNOLOGIES - KERALA, INDIA

(February 2022 - August 2022)

Junior PHP Developer

- Developed dynamic webpages using Core PHP and MySQL
- Built backend logic, forms, and data validation

EDUCATION

Bachelor of Science in Computer Science

Kannur University, Kerala, India

Higher Secondary Education

Kerala State Board, Kerala, India

LANGUAGES

- English
- Malayalam
- Hindi
- Tamil