

PORTFOLIO

SERVICES



MURAD MURAD

muradmurad.com



I am Murad.

MARKETING CONSULTANT / DIGITAL MARKETER

ABOUT ME

I'm a freelance Marketing and Digital Marketing Consultant. Proudly based in Dubai, UAE, and working with clients from around the world.

I've graduated with a Bachelor's of Science Degree in Business Administration - Marketing Major, along with Minors in International Business and Psychology.

I've worked in the marketing industry for years with a variety of well-reputable businesses. I currently work with small and medium sized businesses, large enterprises, as well as partnering with agencies and freelancers.



Certifications



Bachelor's of Science (BSc) in Business Administration

Marketing Major

Minors in International Business and Psychology



The Fundamentals of Digital Marketing

Google Digital Garage

Advanced Google Analytics Certification

Google

Google Ads Certification

Google



Digital Marketing Certification

HubSpot Academy

Inbound Marketing Certification

HubSpot Academy

Social Media Certification

HubSpot Academy



Twitter Flight School Video Badge

Twitter Flight School

Credential ID's will be provided upon request.

Marketing Consultancy

A freelance marketing consultancy service, specialising in digital marketing.

I help businesses make a big impression online. Proficient in all aspects of digital marketing from website health checks to content marketing; writing Tweets to drafting crucial marketing communications.

Freelancers are a vital lifeline to business. Unlike bigger agencies that charge retainer fees, Freelancers are essentially your pay-as-you-go-service.



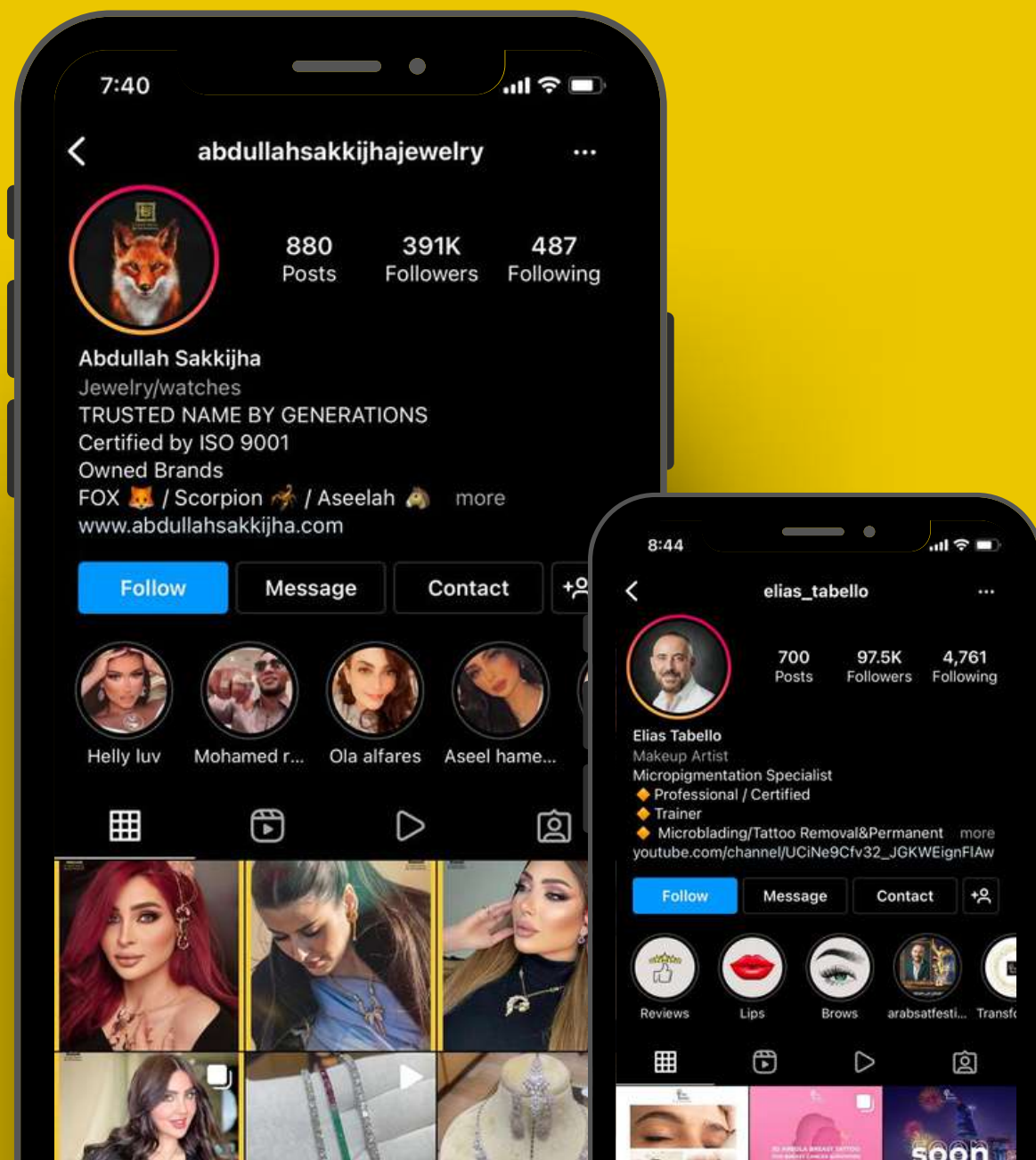


Story time!

After a rough start and with only a minimal marketing budget, Murad simply suggested to introduce and promote home deliveries and to create an e-commerce platform.

After successfully implementing home deliveries by hiring personnel and through third party applications like InstaShop, Let's Organic Market managed to increase their sales by 60% in under 3 months.

Social Media



SOCIAL MEDIA MANAGEMENT

Instagram, Facebook, Twitter, and LinkedIn.

PROMOTIONS / ADVERTISING

Instagram, Facebook, Twitter, Snapchat, TikTok, LinkedIn, and Google Ads.

CERTIFICATION



Digital Marketing
by Google Digital
Garage.



Twitter Flight School



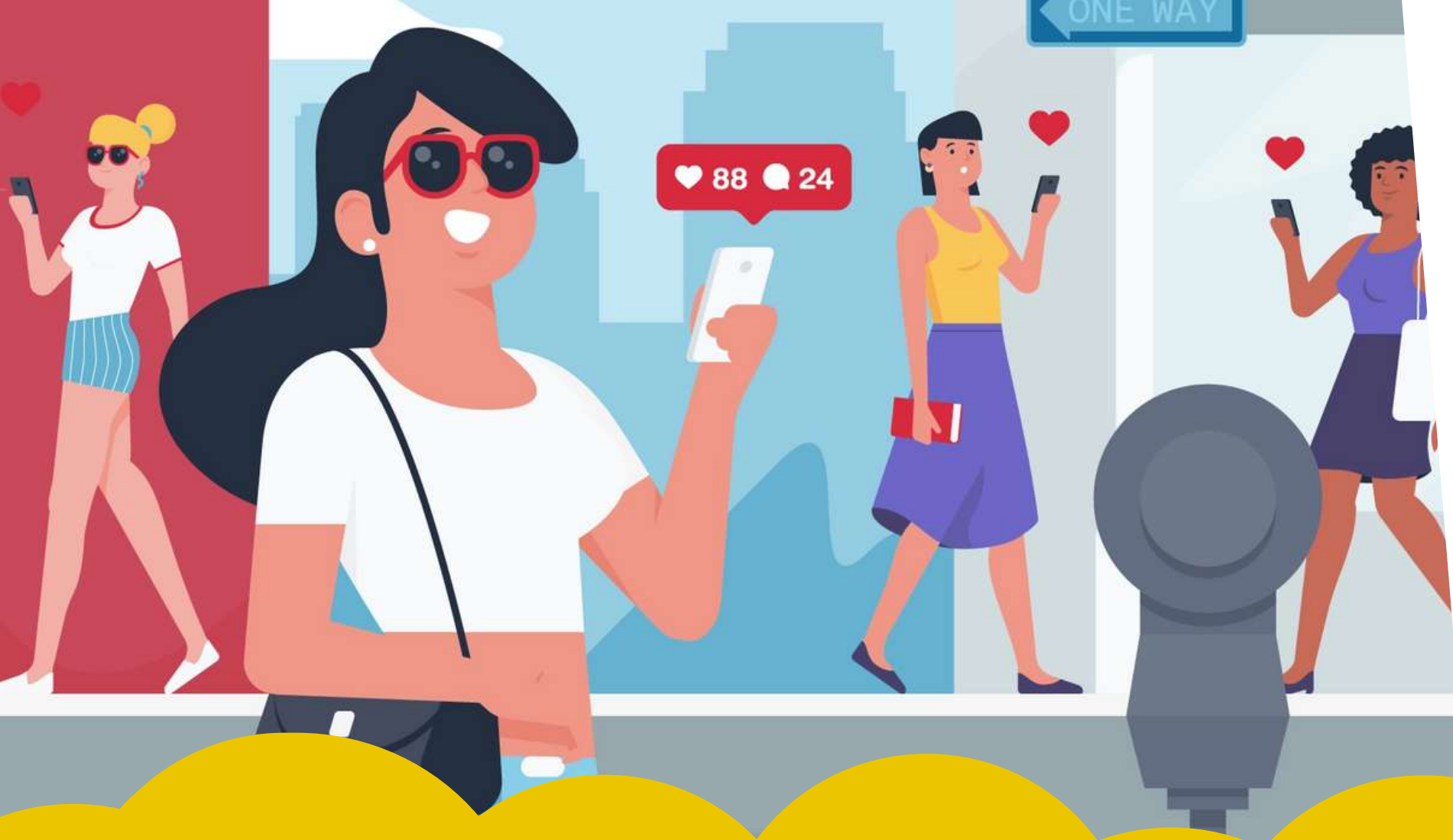
Property Marketing

Advertise your residential and commercial real estate

Whether you're a developer, broker or a sales and property consultant, generating interest and leads for your property is the hardest part.

This is where I step in. Through my digital marketing campaigns, you could start generating leads daily.

Generate leads.



Influencer Marketing and Management

An aspiring Influencer?

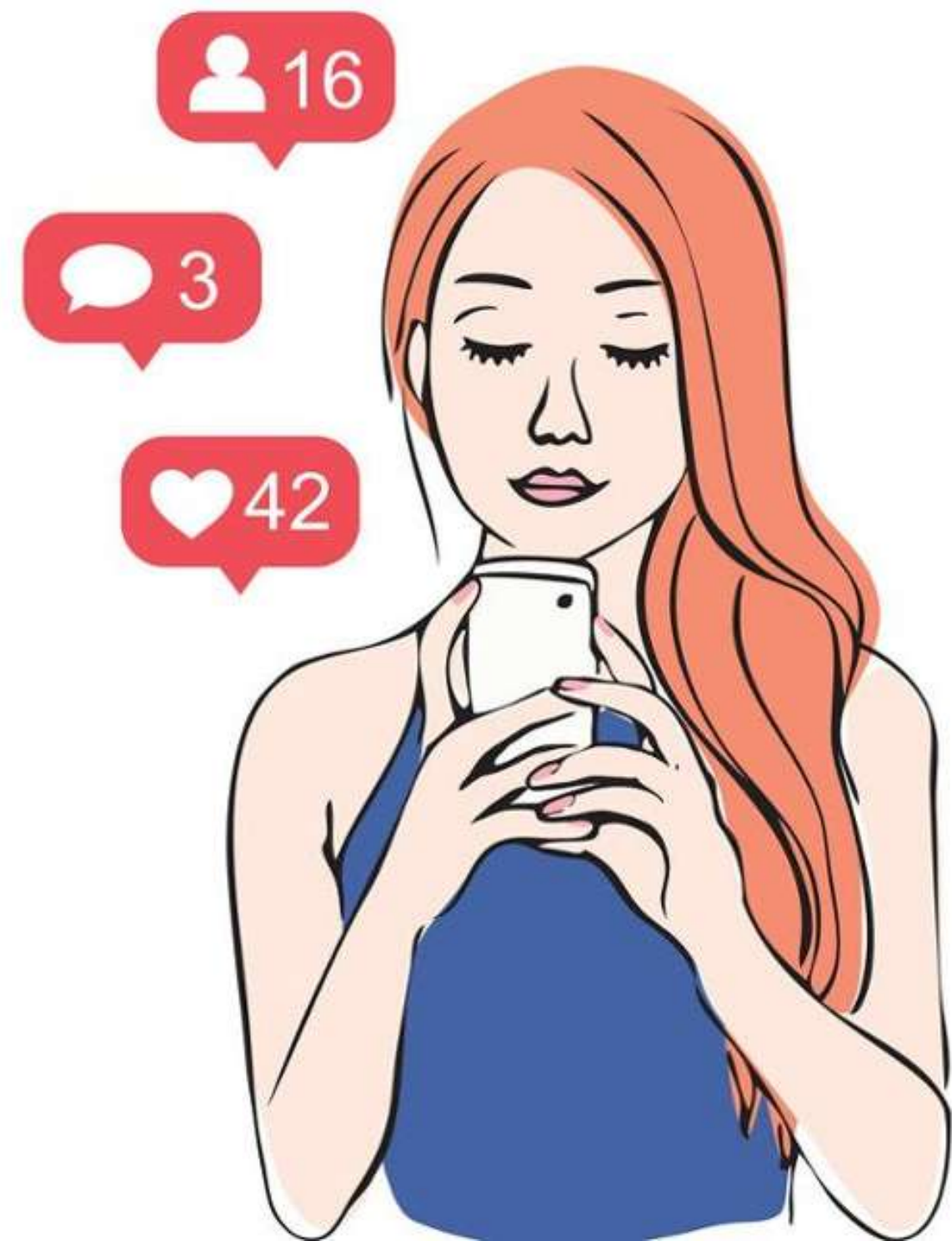
A brand looking for the ideal influencer(s) or micro-influencer(s)?

Get managed through wide local and international networks.

SERVICES

Influencer Management

Ideal Influencer Research and Contacting
(with Campaign Management)



Results	Reach	Impressions	Cost per result	Amount spent
322 Messaging Conversa...	133,151	264,827	\$0.85 Per Messaging Conv...	\$273.71
370,566 Post Engagements	569,436	1,340,525	\$0.002 Per Post Engagement	\$717.43

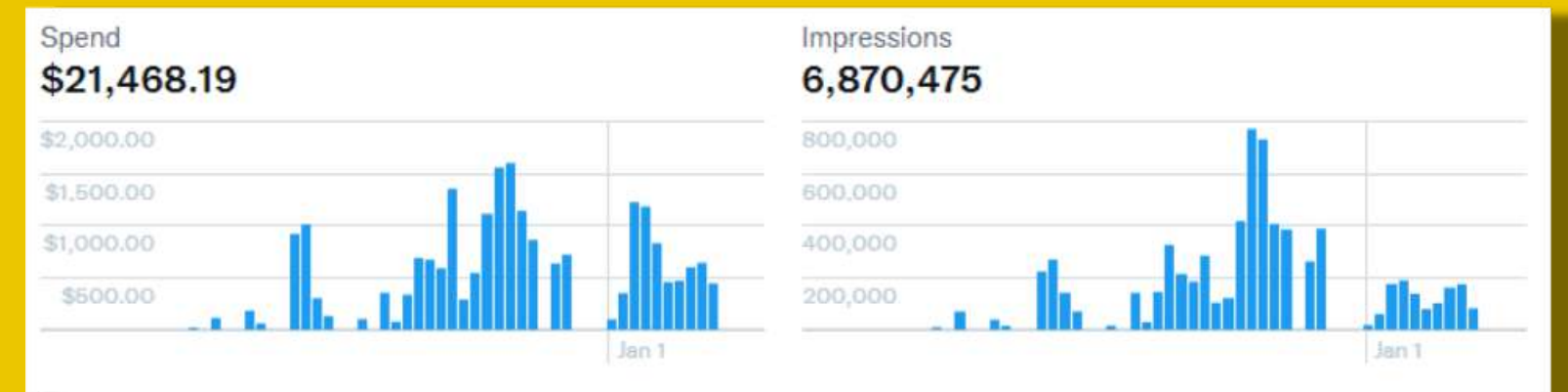
Results	Reach	Impressions	Cost per result	Amount spent
87 On-Facebook Leads	46,528	84,748	50.23 Per On-Facebook Le...	4,369.77

194 Messaging Conversa...	22,736	52,054	\$1.02 Per Messaging Conv...	\$198.21
72,806 Post Engagements	31,456	121,340	\$0.003 Per Post Engagement	\$242.03
179 Messaging Conversa...	27,107	95,082	\$0.90 Per Messaging Conv...	\$161.99
56,773 Post Engagements	94,827	257,061	\$0.003 Per Post Engagement	\$183.52
42,031 Post Engagements	77,541	218,431	\$0.004 Per Post Engagement	\$183.58
46,109 Post Engagements	54,784	81,526	\$0.0004 Per Post Engagement	\$20.16

885,889 Post Engagements	1,185,934	3,829,354	\$0.001 Per Post Engagem...	\$696.45
35,186 Post Engagements	81,974	153,654	\$0.002 Per Post Engagem...	\$80.27
85,011 Post Engagements	418,339	1,071,849	\$0.003 Per Post Engagem...	\$258.14
129,397 Post Engagements	304,104	977,215	\$0.01 Per Post Engagem...	\$736.38

A sneak peak!

Get more customers on the phone, on your site, and in-store.



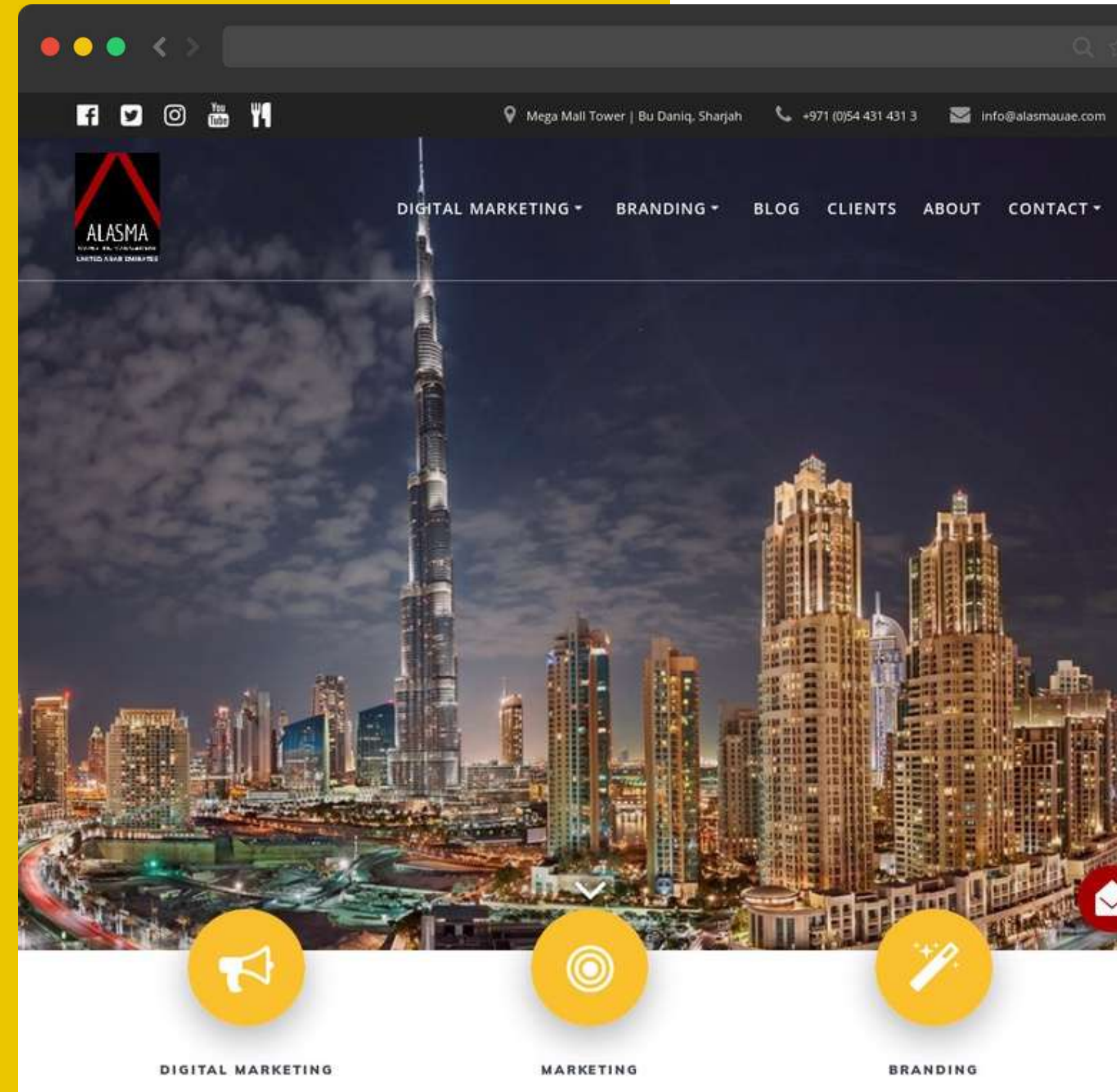
Website Designing

Fused with Creativity.

Fully Customized. From A to Z.

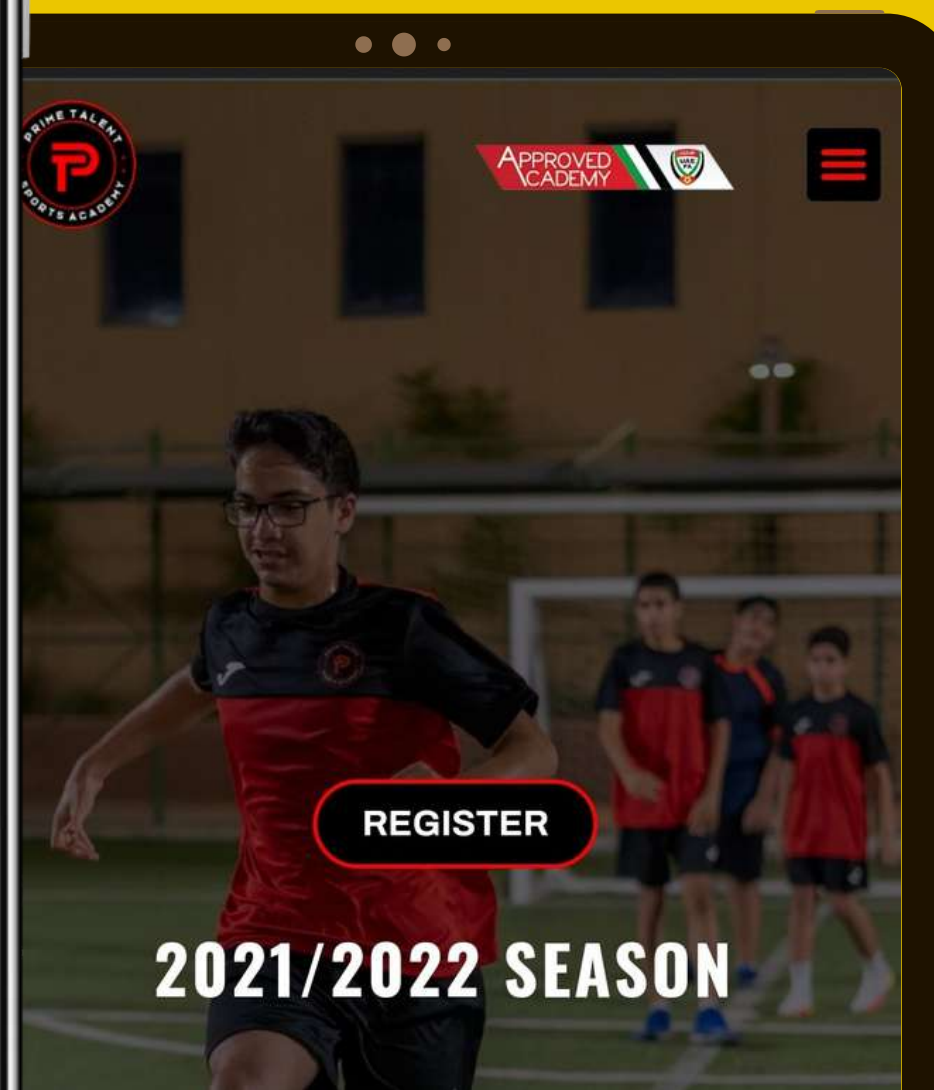
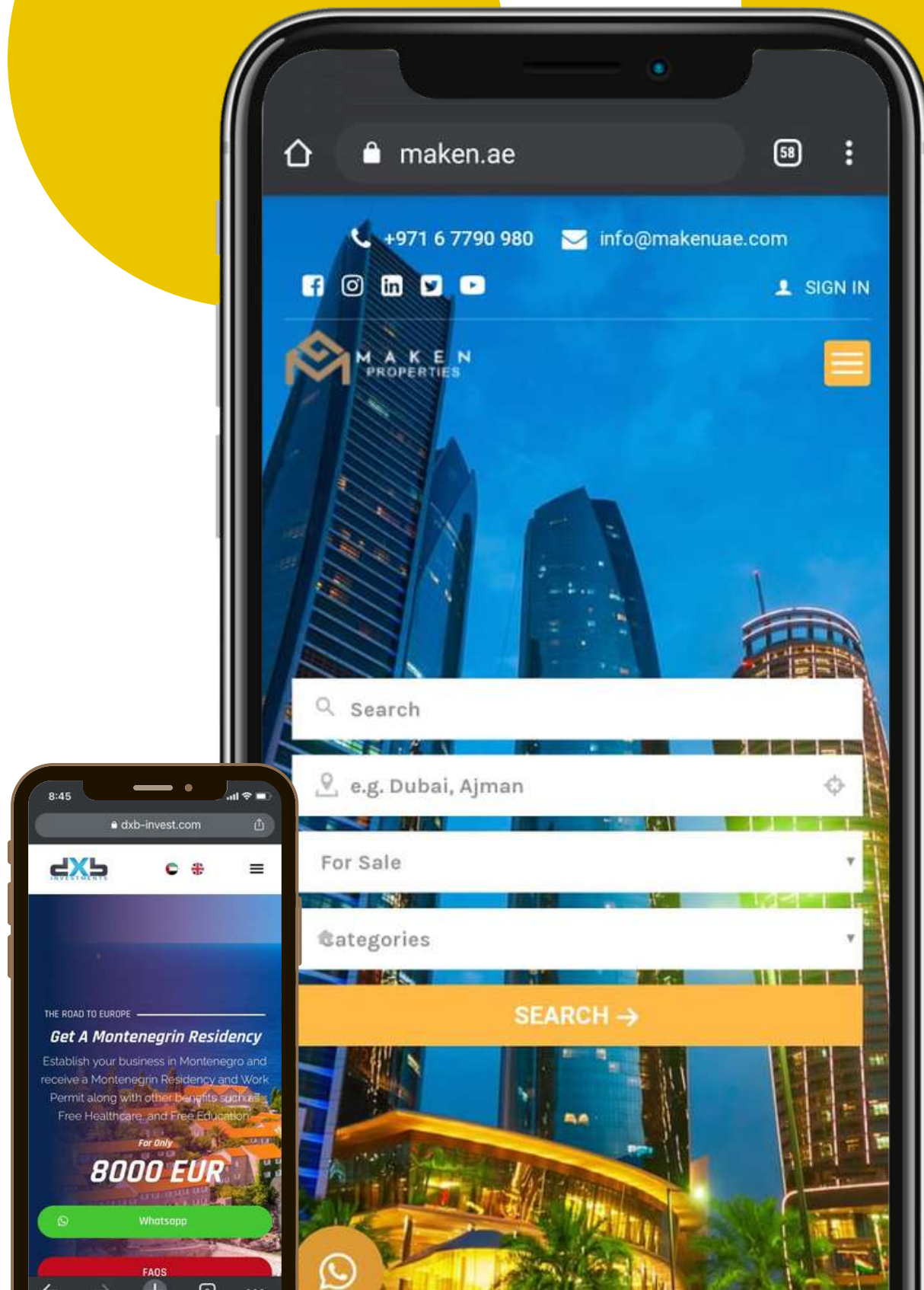
WordPress (WP)

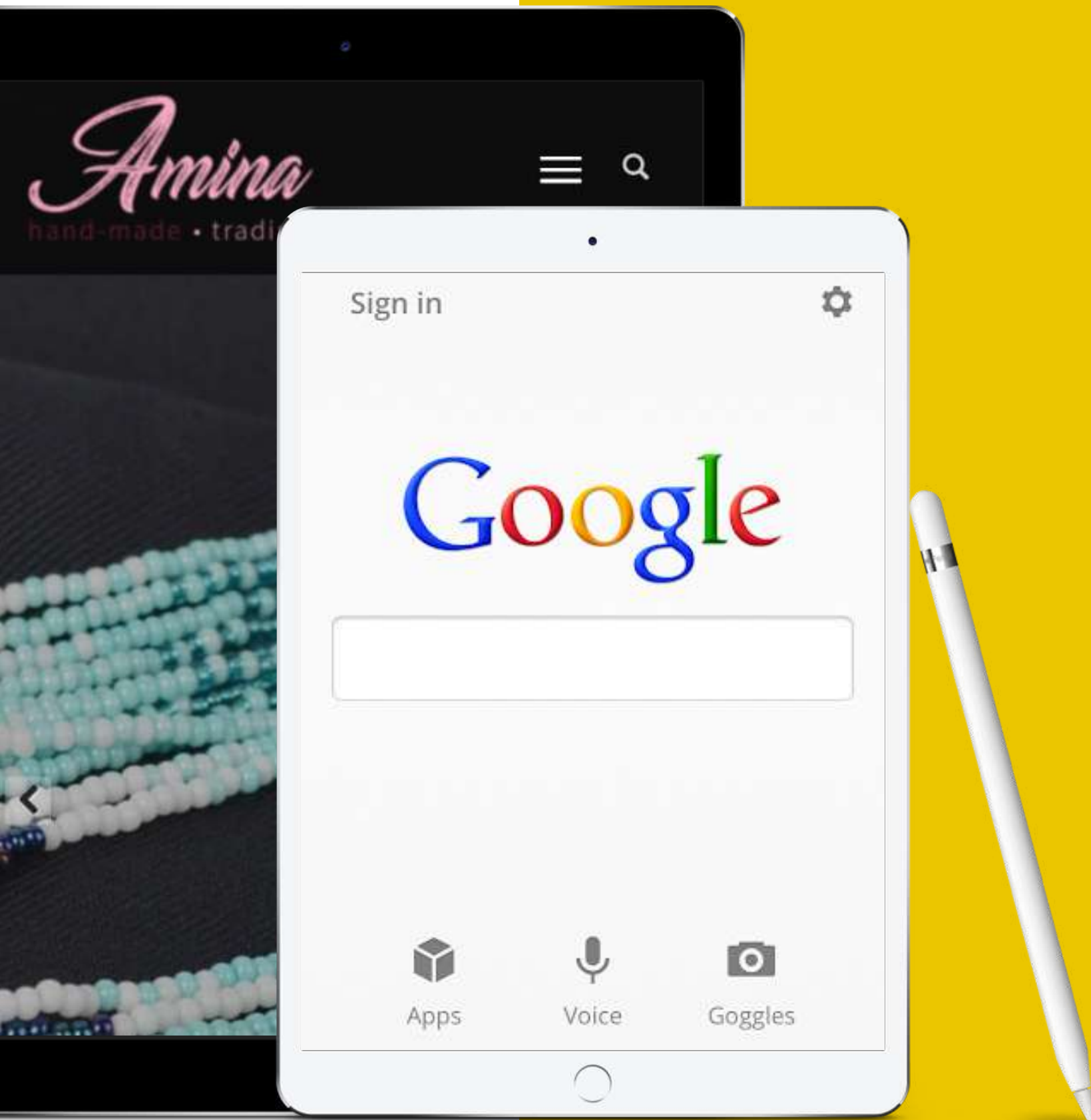
51% of websites on the worldwide web are designed and developed on WordPress due to its ease of use and its SEO friendly CMS.



Mobile Responsive

Over 60% of website users and Google searches are made on a mobile device.





Search Engine Optimization (SEO)

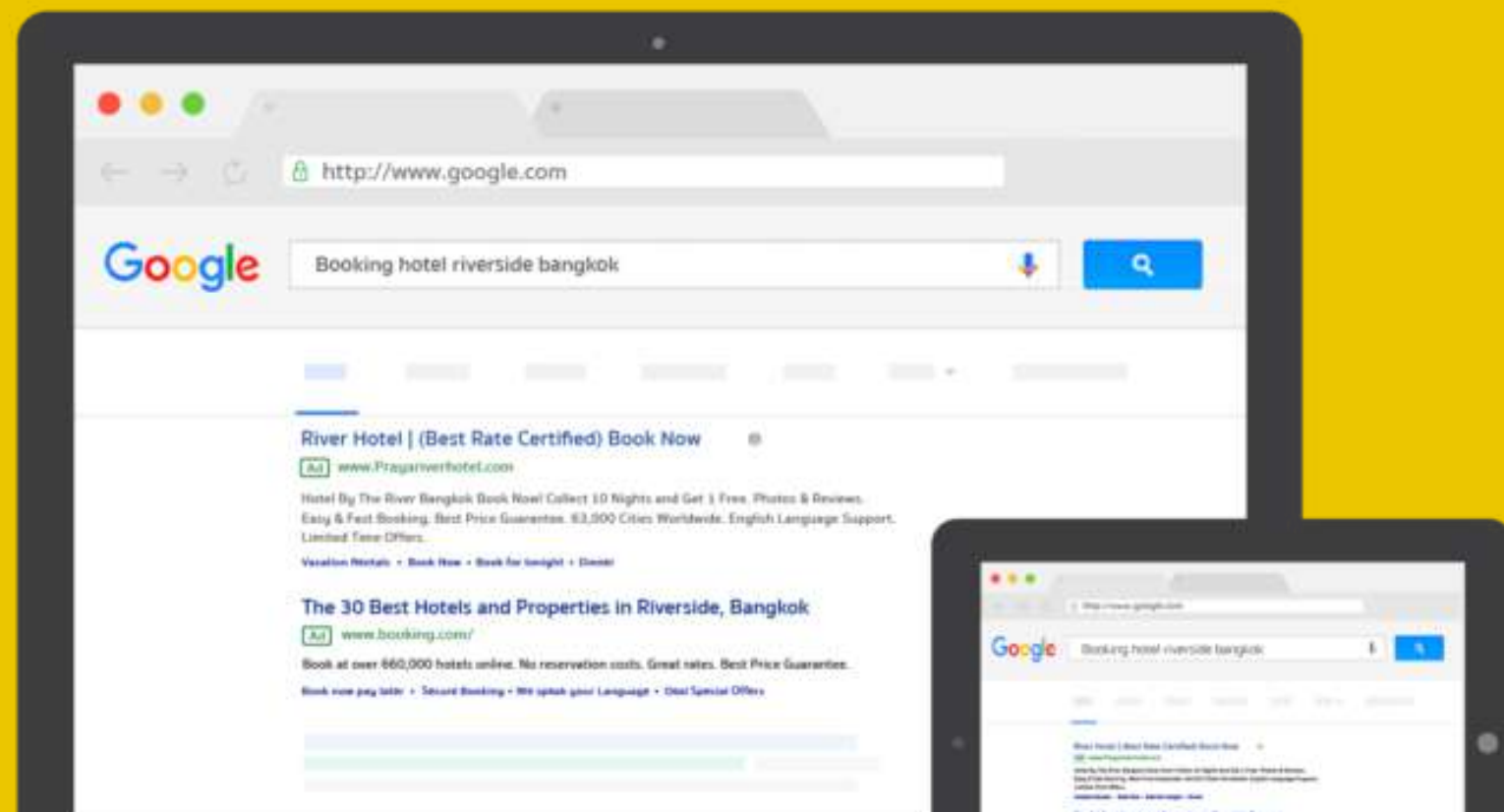
Backlinks
Internal Linking
External Linking
Content Writing and Editing
Keywords
Speed Optimization
Image Optimization
Tags
Google Integration
Social Media Linking and Integration

Search Engine Marketing (SEM)

Google Video Ads  YouTube
Google Search and Display Ads

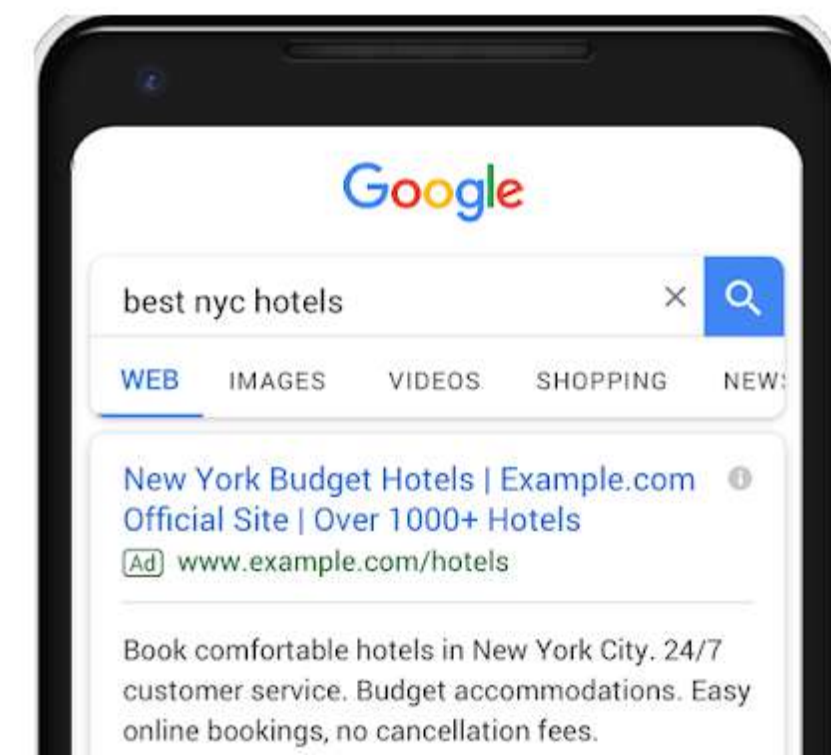
Google Business Profile

(management, organizing, information clarity, photo and image additions, customer engagement and responding)



Google Ads Certification

Credential ID: 49262157





Content Writing

Website Content Writing and Editing (ENG & ARA)

Company Portfolio & Product Descriptions

English to Arabic or Arabic to English Translations



Areej Jewelry

Product Description Example

Rainy Day in Mesopotamia by Areej: 18k Yellow Gold, 18k White Gold, White Diamond, and Blue Cameo.

A seasonal tell-tale of a unique set; Rainy Day in Mesopotamia was made to inspire new beginnings, and promote good prospects no matter what challenges are being faced.

Made for the lovers of winter, the rain drops signify renewal, fertility and promotes good prospects and change through the magical symbol of rain.

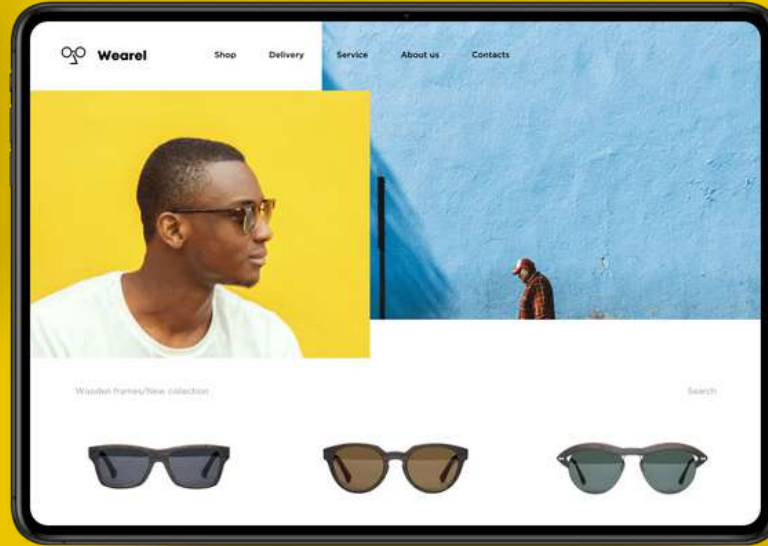
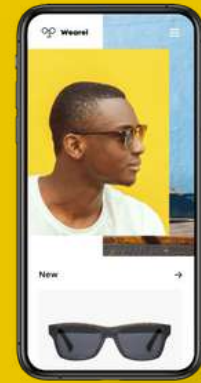
Enjoying the rain from her window, a mysterious lady in blue cameo shines at the core of each piece whilst stylized in beech tree leaves as a symbol of purity and serenity of the Mesopotamian era.

A modern design with a historic touch, the frame is shaped as a modern ellipse with classic golden leaves signifying that no matter how many years pass, history stays intact forever.

The golden chains hanging from the center piece represent the sharpness of the rain, whilst the white diamonds at the end of each chain embodies the effect rain drops create when touching the ground.

The necklace includes seven lines incorporated into the design as it's the designer's lucky number. It also includes two lines in each earring as the designer was born on the twelfth of the twelfth. Similarly, you can personalize this piece to create your own stories and to fit your special memories and passion.

Impossible not to notice, wear and showcase this elegant and unique set with pride and confidence.



Mystery Shopping

Physical and Online Stores

Given Dubai's high standards of living, customer service and convenience, mystery shopping is an essential part of any retail or FMCG store in the region.

Shop. Analyze. Report.



Branding

Thinking
Imagery
User Experience
Self Expression

Brand Identity
Logo Designing
Color Palette
Stationary
Company Portfolio

Product Identity
Store Branding
Leaflets/Flyers
Offers/Discounts/Vouchers





Product Design



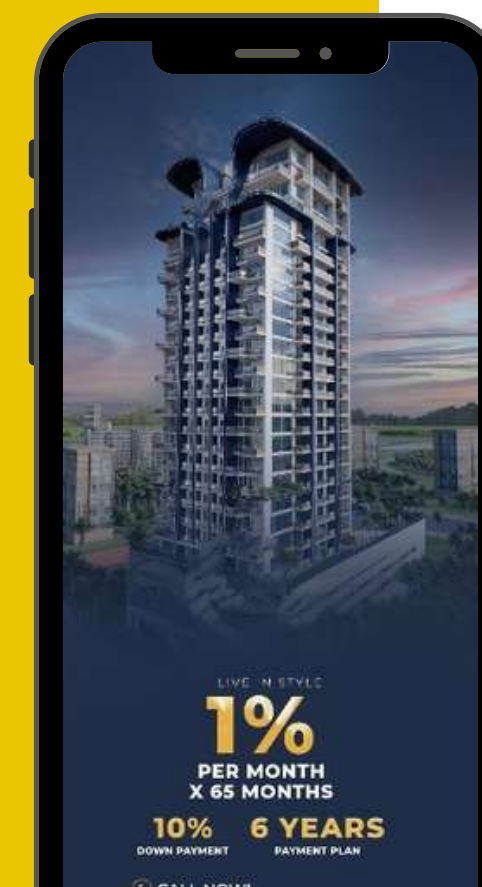
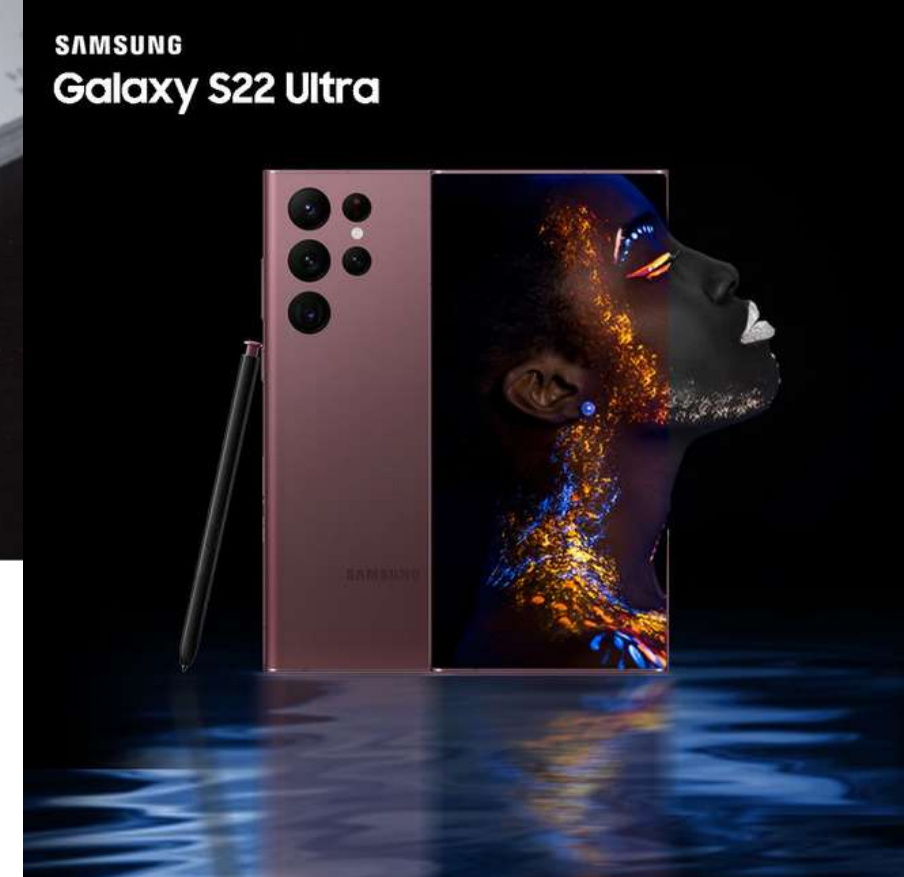
Graphic Designing

Digital

Websites, Blogs, Social Media, and Digital Devices.

Print

Business Stationary, Advertising, Packaging, Brochures, Flyers, Roll-Ups and More.



Clients & Partners

Some of the clients and partners that I work or have worked with:

SOBHA
REALTY

H&M

نون
noon

amazon

Let's
Organic
MARKET
FOR AFFORDABLE ORGANIC LIVING

دXB
INVESTMENTS

marketeers
marketing solutions

Reportage.
Properties

max

SIVVI.COM

WEDO
SMART HOME

M/ Mike Abdel Ahad
GlassArt

MAKEN
PROPERTIES

NEXT STEP
PROPERTIES

AL JAMAL
ENTERPRISES

centrep^{oint}

Bath
& Body
Works®

سَمُوْ لِلإنتاج والتوزيع الفني
SUMW Art & Media Production

compass
TOURISM L.L.C

SOUQ
an amazon company

IQ
AUTO

Styling by
Zahra

فوغا كلوسيت
VOGACLOSET

eyawa

SADEEN
group

organic
farms

AMCO
أنوار مكة للمقاولات ذ.م.م
Anwar Makkah Bldg. Cont LLC.

F
Fordeal

now
now

TIMI PROPERTY

KIABI

عزیزی
AZIZI

UNITED
ENGINEERING &
CONTRACTING
الشركة المتحدة للهندسة والمقاولات

نمشي
NAMSHI

ED
ACCOUNTING
& CONSULTING SERVICES

Want to see a few samples of my work?



View my

Portfolio



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