

SADAM SIDWELL SSEKIDDE

PROFESSIONAL SUMMARY

Digital marketing professional who crafts campaigns that drive business growth and brand visibility. With expertise in SEO, Google Ads, and Meta Ads, I develop targeted strategies that consistently deliver qualified leads and meaningful engagement. My hands-on experience optimizing customer journeys and campaign performance has helped brands expand their market presence while exceeding conversion goals. I also have a wide experience in web and app development

PROFESSIONAL SKILLS

Digital Marketing

- **Paid Advertising:** Google Ads, Meta Ads Manager, LinkedIn Ads
- **SEO Tools:** SEMrush, Ahrefs, Ubersuggest, Screaming Frog, Google Search Console, RankMath, Yoast SEO, Google Trends, AskThePublic
- **Analytics & Tracking:** Google Analytics 4, Meta Pixel, Google Tag Manager, Hotjar, Microsoft Clarity
- **Marketing Automation:** Mailchimp, HubSpot, Zapier, Klaviyo, n8n
- **CRM Systems:** Bitri24, HubSpot, Zoho

Web Development

- **Frontend:** React.js, Next.js, HTML5, CSS3, Tailwind CSS
- **Backend:** Node.js, Python with Flask, Firebase, MongoDB
- **Mobile Development:** React Native, Progressive Web Apps (PWA)
- **CMS Platforms:** WordPress, Shopify, Webflow

Data Analysis & Reporting

- **Data Analysis:** Python (Pandas, NumPy), Excel
- **Visualization:** Google Data Studio
- **AI Tools:** Cursor, ChatGPT, Claude, Manus, Kling, n8n, Leonardo

WORK HISTORY

Digital Marketing Executive & Web Developer

08/2024 - Current

Home Sweet Home Real Estate - Dubai

- Used Ahrefs, Google Keyword Planner and Google Trends for comprehensive keyword research and competitor analysis, identifying 50+ high-value real estate keywords
- Created persona-based marketing campaigns that increased engagement rates by 25%
- Implemented technical SEO improvements using Screaming Frog and Google Search Console, resulting in 65% increase in crawl efficiency
- Created dynamic cross-platform tracking system integrating Google Analytics 4, Meta Pixel, and CRM data
- Generated 60+ qualified monthly leads through targeted campaigns with 55% lead-to-showing conversion rate
- Optimized Meta and Google Ads campaigns achieving 35% reduction in cost per qualified lead
- Developed location-specific landing pages with schema markup, improving local SEO visibility by 75%

CONTACT

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SKILLS

- Meta Ads
- Google Ads
- SEO
- Web Development
- Content Writing
- Data Analysis
- React JS
- React Native
- Wordpress

LANGUAGES

English

Fluent

- Performed in-depth market studies to understand consumer behavior, demand cycles, and competitor positioning.
- Managed online listings (Bayut, Property Finder, Dubizzle), company website performance, and CRM integrations.
- Planning full-funnel marketing campaigns for project launches and property showcases.
- Monitor KPIs (website traffic, lead conversion, social engagement, ROI).
- Work with sales teams to align marketing efforts with sales goals.
- Liaise with property developers and agents to ensure marketing materials are accurate.

Digital Marketing & E-commerce Manager
BookHero - Dubai

06/2023 - 08/2024

- Managed different Google Ads including Search, Shopping, Discovery, and Dynamic ads across multiple platforms
- Carried out an extensive audience research to find out key reader segments using Google Analytics and Meta Audience Insights for focused targeting
- Created specialized ad campaigns for different buyer personas: New readers with awareness campaigns, genre enthusiasts with interest-based targeting and carousel ads, price-sensitive buyers with dynamic remarketing and promotional offers and bulk purchasers with B2B focused LinkedIn campaigns
- Used Microsoft Clarity and Hotjar to analyze user behavior and create heat maps and user recordings in order to improve user experience.
- Implemented Google Tag Manager setups for enhanced conversion tracking and remarketing
- Developed lookalike audiences based on high-value customer segments, reducing customer acquisition cost by 35%

Web/App Developer & SEO Specialist
SOLVING PATH - Dubai

01/2021 - 07/2023

- Integrated SEO best practices into web development workflow
- Building and maintaining the dashboards for the apps and website
- Took part in developing several apps and websites

Social Media Manager
Brokers Online Africa

08/2019 - 01/2021

- Creating social media content calendar
- Conducted A/B testing on ad creative, copy, and targeting parameters
- Created targeted ad campaigns across multiple formats:
 - Story Ads achieving 25% higher engagement than industry average
 - Collection Ads showcasing product catalogs with 4.2% CTR
 - Lead Gen ads reducing cost per lead by 40%
 - Instant Experience ads with 15% higher conversion rate

EDUCATION

Certificate in Digital Marketing
Udemy

Certificate in social media marketing 1&2

IBM Professional Data Science Certificate
Coursera

Technical Writing
Udemy

HubSpot Inbound Marketing

HubSpot

Bachelor of Technology: Information Technology, 03/2019 – 08/2021
Makerere University - Uganda - Dropped out of University in Year Two

Uganda Advanced Certificate of Education (UACE)

HOBBIES AND INTEREST

- Reading
- Sports

PERSONAL INFORMATION

Nationality: Ugandan