

M u h a m m a d - a w w a l A b u b a k a r

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SEO Outreach Specialist with proficiency in Content Marketing, and Email

Marketing and Marketing automation. I have practical experience in developing, Email marketing and campaign strategies, Blog articles and Social media Content that answers the target audience's questions and pain points. I have an unsatisfied urge and desire to use my excellent marketing, communication and organisation skills to collaborate with creative teams to craft Marketing Strategies that align with the organisation's Overall Business and Marketing Goals. I'm a Team player with excellent communication skills, high-quality work, driven and highly self-motivated with quick response time. I possess Strong persuasion writing skills, business acumen and the ability to work independently.

Projects

Content Marketing and SEO | Hubspot Practical Workbook

Developed a go-to-market content marketing strategy for each stage of the marketing funnel with a concentration on the MOFU and BOFU content for a dummy analytics SAAS product which included the

1. The content marketing plan
2. Content distribution and repurposing plan
3. Content calendar; and
4. SEO strategy which included Keyword research on less competitive long-tail and short-tail keywords and topic clusters for ranking.

Crafted a content strategy to determine content to be included in the content calendar by

1. Using the ICP framework to determine our target audience's needs, pain points, demographics and motivations
2. using Empathy map and Experience map to create content that resonates with the target audience journey. by using the Jobs To Be Done (JTBD) framework to determine what the readers want to achieve after reading a particular topic.
3. Leveraging competitor analysis for content gap analysis and what type of content to focus on.

Course Activity

THINK OUTSIDE THE INBOX: EMAIL MARKETING | Google digital marketing and E-commerce course

For this Course Activity, I created an Email Marketing campaign For Feels Like Home, an upscale furniture retailer. The campaign included

1. Creating a SMART goal to outline the what, how, when and why of their goals
2. I created a segmented list using Constant Contact to send different email messages to each segment based on their journey in the marketing funnel:

- Welcome email to welcome the leads on board, get familiar with the brand and offer discounts for their first purchase
 - Newsletter with tips for keeping bedroom and living room furniture safe from pets - Promotional email with information about exclusive in-store and online sales.
3. I wrote a series of email copy designed to guide new and existing customer to encourage them to make a purchase:
- Auto-responder to download the catalogue for a New-release
 - Welcome email series to welcome the leads on board, get familiar with the brand and offer limited time discounts for their first purchase
 - Newsletter with tips for keeping bedroom and living room furniture safe from pets
 - Abandon cart message to inspire the potential buyer to make a purchase
 - A promotional email that remarkets products subscribers visited on the website.

Technical Expertise

SEO/SEM • Email Marketing • Content Marketing • Content Writing • Copywriting • Technical Writing • Wordpress Website Development • Shopify • Marketing analytics • MS Office • MS Excel • MS Powerpoint • MS Access • MySql • Python Programming • Web Scraping • Data Analytics • HTML • CSS

Skills

Content Gap Analysis • Content Repurposing • Content Strategy • Content Performance Analytics • Social Media analytics • Keyword research • Website SEO audit • Link building • Email Automation • AI Prompt • Communication • Time Management • Self Starter

Tools

Hubspot CRM • Google Analytics • Google Ads • Google Search Console • Mailchimp • Klaviyo • Hootsuite • Canva • Snov • Constant Contact • Google Sheets • Google Docs

Courses, Books and Certifications

Python Programming Certification| Aptech Computer Education| February 2022

Content Marketing Certification| Hubspot Academy| August 2024

SEO Certification| Hubspot Academy | August 2024

SEO II (Technical SEO) Certification| Hubspot Academy | August 2024

Klaviyo Product Certification| Klaviyo Academy | April 2025

Getting Started With Klaviyo| Email Experts| Youtube

From READS to LEADS | By KATERYNA ABROSYMOVA

The Copywriter's Handbook | By ROBERT W. BLY