



ABDUL MALIK GALLOW

CONTACT



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Cape Town, South Africa

EDUCATION

International Institute Of Digital Marketing (IIDM) (2021)

Digital Marketing
Certificate

- Content Marketing
- Paid Marketing
- Marketing Strategies

Salesians Life Choices (2019)

Web Development (6 Months)

- HTML & CSS

Grassy Park High School (2017)

- Matric

REFERENCES

Portal Publishing

Alan Hammond (CEO)

083 450 4603

alan@portalpublishing.net

AAM Geospatial

Chris Baker (Head Spatial Information
Technologist)

081 476 7730

WORK EXPERIENCE

Email Marketer & Content Writer

Freelance

Aug 2023 - Present

Digital Marketing & SEO Content Writer

Portal Publishing

Nov 2021 - Aug 2023

Key Responsibilities

- Assisted with Content Creation
- Content Writing
- Social Media Account Management (Facebook, Twitter, Instagram, TikTok)
- Email Marketing (Using Omnisend, Constant Contact & Mailchimp)
- Designed Emails using campaign builder as well as HTML.
- Designed Graphics (Using Canva)
- Optimized Content using SEO techniques

Digital Marketing Intern

International Institute of Digital Marketing

Aug 2021 - Nov 2021

Key Responsibilities

- Evaluate campaign performance and work with affiliates on a daily basis to capitalize on growth opportunities.
- Manage relationships for a growing program of strong affiliates who use multiple media types display, paid search, organic search, email, television, call center, and more.
- Develop strategic initiatives in order to exceed quarterly goals.

Spatial Information Technologist

AAM Geospatial

March 2020 - May 2020

Key Responsibilities

- Perform digital Imagery enhancements.
- Trained in checking and quality control of all aspects of digital mapping production using Adobe Photoshop and QGIS