

MOHAMMAD ZUBAIR ADKA

PERFORMANCE MARKETING SPECIALIST

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#302, SEDAR BUILDING
AL DIYAFRA ROAD, SATWA

CAREER HISTORY

GROWTH MARKETING MANAGER

FLOWERS.AE, FLOWERS.IE & FLOWERSDIRECT.IE, DUBAI & IRELAND | November 2021 - May 2022
(6 Months - Contract - Own Visa)

- > Responsible for setting the go-live marketing strategy, from Awareness to user acquisition and conversion & retention plans
- > Ensure user base growth across new user acquisition, activation, retention and conversion using multi-channel approach customized strategies ensuring high customer lifetime value
- > Fully managed the Ecommerce presence of the business (Merchandising strategies, SEO, SEM)
- > Manage paid media marketing performance strategies, ensure the continuous optimization versus growth KPIs and ROIs
- > Strategize, plan and report Marketing Budgets versus growth targets and revenues across all digital channels
- Maintain a healthy ROI rate versus digital spend from design to audience targeting, digital platform selection to marketing insights and optimizations
- Maintain website content, location pages, blog posts and make sure correct SEO have been done for all the pages.

PAID MEDIA PERFORMANCE MARKETING SPECIALIST

YELO DRIVE (AL WEFAQ RENT A CAR), DUBAI & SAUDI | May 2020 - August 2021 (1 Year 6 Months)
- Contract - Own Visa)

- > Manage robust paid Google Ad Accounts (Search, Display, Video and App) for Al Wefaq Brand.
- > Strategize, plan and implement digital marketing campaigns, including but not limited to digital advertising, SEO/SEM, social media marketing, email marketing and campaign budgeting.
- > Evaluate and analyse effectiveness of digital marketing campaigns and assess against goals (ROI and KPIs). This includes identifying trends and insights, and optimising spend and performance based on the insights.
- > Measure, analyze, and report performance of digital marketing campaigns & incremental impact on overall business goals;
- > Prepare and present recommendations, reports, and findings from experimental data all the way up to the executive level.
- > Own consumer acquisition programs, including email and app consumer acquisition campaigns.

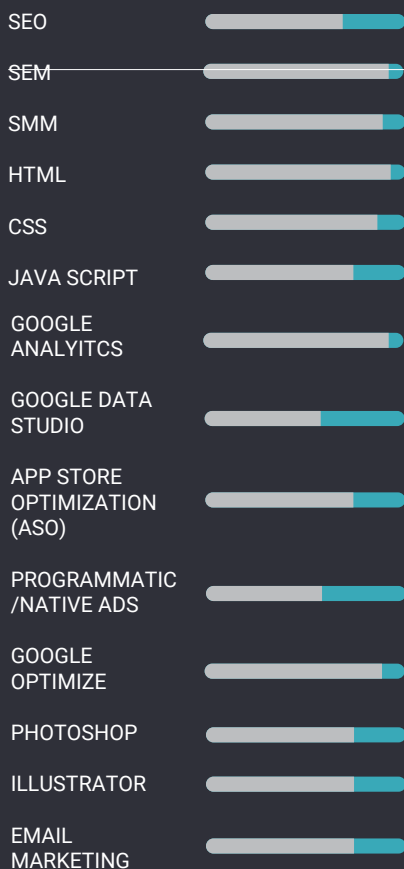
Tools Used:

- >Ahref
- >Firebase
- >Appsflyer
- >Oracle CX Marketing Platform Tools(DMP, Responsys, Infinity Streams etc)

PROFILE

With 8+ years of experience in Digital Marketing and Account Management. A skilled Digital marketing expert with Practical knowledge of SEO, PPC, SEM, SMM. Well crafted with technical and managerial skills. Innovative thinker, A Quick learner, thriving to learn new skills. Hard working, always looking to increase company revenue by generating quality leads both offline and online

PRO - SKILLS



ACADEMICS

MASTER PROGRAM IN DIGITAL MARKETING

SIMPLILEARN, BANGALORE

POST GRADUATE DIPLOMA IN MANAGEMENT STUDIES (MARKETING MANAGEMENT)

NARSEE MONJEE INSTITUTE OF
MANAGEMENT STUDIES,
BANGALORE

BACHELOR OF ENGINEERING

THE OXFORD COLLEGE OF ENGINEERING,
BANGALORE

CERTIFICATIONS

GOOGLE ADS

- SEARCH
- DISPLAY
- YOUTUBE



GOOGLE ANALYTICS

TOOLS

ADOBE SOFTWARES
ORACLE CX MARKETING TOOLS
AHREF
SEMRUSH
SPYFU
SEO PROFILER
KEYWORD.IO
GOOGLE TRENDS
GOOGLE SEARCH CONSOLE
GOOGLE MY BUSINESS
BING SEARCH CONSOLE
PAGE SPEED INSIGHT
MOBILE FREINDLY TEST
GT MATRIX
LIKEALYZER
ICONOSQUARE
FIVE MINUTES TEST

SOCIAL LINKS

 @evelynnichole  @evelynnichole

 @evelynnichole  @evelynnichole

DIGITAL MARKETING MANAGER

KAIZEN ASSET MANAGEMENT SERVICES, DUBAI | August 2019 - May 2020 (10 Months - Contract
- Own Visa)

- > Responsible to leverage the company's social & digital activities to increase brand awareness and lead generation.
- > Plan, create and implement marketing strategy for the brand
- > Successfully design and market the launch of new projects by developing and executing strategic digital marketing campaigns (Google PPC, Bing, Email, SEO, Social, Display and Native etc.)
- > Analyse project data for audience targeting and segmenting them to target affectively
- > Ensuring maximum lead generation at the lowest cost per lead while maintaining quality
- Monitoring and managing of all the online portals available of company property listings - Dubizzle, PropertyFinder and Bayut to name a few
- Managing CRM
- Other offline marketing activities to increase the KAIZEN brand visibility

DIGITAL MARKETING SPECIALIST

ELITBUZZ TECHNOLOGIES DMCC, DUBAI | August 2017 - July 2019 (3 Years)

- > Defining paid bidding strategies and workflows around CAC, CPC, CPM of Facebook Ads, Google Ads (Search, Display, Remarketing), Online Directories, Yellow Pages, and Affiliates.
- > Wireframed, Launched & Managed company websites
- > Social media management Facebook, Twitter, Youtube, Instagram, Pinterest, Snapchat etc.
- > SEO, SEM strategy, and implementation via, MOZ, Allinoneseo, Google Webmaster Tools
- > Sitemaps, Google Keyword Tools, Alexa, Similar web, Google Dev Tools, Onsite linking, Backlinks
- > Google Adwords (Search, Display, Remarketing), Facebook PPC (CPC Ads, Impression Ads & Video Ads)
- > Planning, & executing Email Marketing campaigns
- > Creating monthly reports for website traffic, online sales & suggestions for improvement.
- > Competitor Analysis, Monitoring social media campaigns to ahead to stay in the lead.

DIGITAL MARKETING EXECUTIVE

CODILAR TECHNOLOGIES, BANGALORE | JULY 2014 - JUNE 2017 (3 Years)

- > Planning, developing, implementing and managing the overall digital marketing strategy.
- > Launch optimized online adverts through Google Adwords, Instagram, etc. to increase company and brand awareness
- > Be actively involved in SEO efforts (keyword, image optimization, etc.)
- > Performing activities relating to Search Engine Optimization on a continuous basis
- > Provide creative ideas for content marketing and update website and keep monitoring the ROI
- > Deliver consistent ROI % in line with the Company's objective
- > Sound knowledge of web design and be familiar with content management systems
- > Measure the performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends, etc.)
- > Manage and improve online content, considering SEO and Google Analytics