

RAFAT SHAIK

DIGITAL MARKETING PROFESSIONAL | SOCIAL MEDIA MANAGER

Result-driven Digital Marketing Professional with 6+ years of experience in social media management, project management, and sales execution. Proven ability to develop effective digital marketing strategies, create engaging content, and drive brand visibility and revenue growth.

+971 58 841 5750 | iamrafat.19@gmail.com | [Rafat Shaik | LinkedIn](#) | Male, Married | Sharjah, U.A.E
19th Nov 1997 | Indian | Passport No: S1951439 | 17th June 2028

CAREER SUMMARY & HIGHLIGHTS

A highly professional and certified Digital Marketing Expert with a Master's in Project Management and a strong foundation in business administration. Demonstrated expertise in crafting and executing digital strategies that drive engagement and conversions. Known for increasing brand awareness through innovative content creation, managing successful ad campaigns, and leveraging social media tools like Canva. Proficient in project management, planning, and client coordination, with a passion for achieving business objectives.

HIGHLIGHTS: -

- Spearheaded social media strategies that increased engagement by 35% and follower count by 20%.
- Developed and managed Facebook ad campaigns that generated significant leads and revenue growth.
- Led content creation efforts that boosted website traffic by 30%.
- Conducted a successful market research project identifying new market opportunities.
- Coordinated content creation and video shoots that effectively engaged social media audiences.
- Managed trade shows that resulted in highly qualified leads.

CAREER GOAL

To leverage my expertise in digital marketing, project management, and content creation to drive brand growth and business success. I aim to lead innovative digital strategies, enhance audience engagement, and deliver measurable results through data-driven campaigns. My goal is to collaborate with dynamic teams, continuously evolve in the digital landscape, and contribute to achieving business objectives while growing my own skills in leadership and strategic execution.

CAREER PATH

Marketing Executive | Exalto Emirates, UAE June 2022 – March 2024

- Designed and implemented targeted sales strategies across key regions, achieving and exceeding performance goals.
- Developed comprehensive sales plans aligned with market trends and organizational objectives to drive growth.

ACADEMIC QUALIFICATION

- Masters of Project Management**
University of Wollongong, Sydney, Australia (2020)
- Bachelors of Business Administration**
Roots International School of Business & Management (2018)
Major in Marketing | Minor in HR

EXPERTISE SKILLS

- Social Media Strategy
- Digital Marketing
- Content Creation
- Ad Campaigns
- Market Research
- Lead Generation
- Project Management
- Client Relations
- Analytics & Reporting
- Performance Optimization

MANAGERIAL SKILLS

- Leadership & Team Building
- Budget Management
- Strategic Planning
- Client Coordination
- Negotiation
- Conflict Resolution
- Time Management
- Decision Making

IT SKILLS

- Canva
- CRM Software
- Facebook Ads Manager
- Microsoft Office Suite
- Google Analytics
- Adobe Photoshop

- Built and maintained strong client relationships, resulting in improved customer satisfaction and retention.
- Conducted detailed market research to uncover new sales opportunities and monitor competitor activities.
- Executed social media marketing campaigns, optimizing performance metrics and audience engagement.
- Increased company revenue by 20% through the successful execution of innovative advertising campaigns.
- Streamlined coordination between sales and creative teams to ensure seamless content delivery and project execution.
- Leveraged CRM software to manage customer relationships, sales leads, and pipeline efficiency.
- Planned and managed the company's participation in industry trade shows and exhibitions, boosting brand visibility and lead generation.
- Designed event strategies, including booth layouts and promotional materials, to maximize client engagement and sales inquiries.

Key Skills: Sales Strategy Development, Market Research & Analysis, Customer Relationship Management (CRM), Revenue Growth Optimization, Social Media Marketing, Advertising Campaign Management, Team Coordination and Collaboration, Performance Metrics Analysis, Event Planning and Management, Competitor Trend Analysis

**Social Media Manager | Hilux Advertising, Hyderabad
December 2020 – October 2021**

- Designed and executed social media marketing strategies that increased website traffic.
- Managed content creation and posting schedules across platforms.
- Coordinated with graphic designers to create visually appealing marketing materials.
- Launched a Facebook ad campaign that generated significant new leads.
- Boosted engagement rates by 35% through strategic content planning.
- Conducted competitor analysis to adjust marketing strategies effectively.
- Led team in brainstorming sessions for creative content ideas.
- Managed ad budgets and optimized ad performance to maximize ROI.

Key Skills: Facebook Ads, Content Strategy, Graphic Design, Campaign Optimization, Budget Management, Team Leadership, Competitor Analysis, Lead Generation

AWARDS & RECOGNITION

- 🏆 Achieved a 35% engagement boost through a revamped social media strategy.
- 🏆 Successfully generated a 30% increase in website traffic through targeted digital marketing campaigns.

PREVIOUS EXPOSURE

**Student Education Counsellor & Social Media Coordinator
StudyNet, Australia | February 2019 - July 2020**

- Organized student counseling programs, addressing inquiries and providing tailored guidance on educational opportunities.
- Collaborated with University marketing heads, admission officers, and legal agents for seamless student documentation and application processes.
- Coordinated content creation between counselors and administrative teams, ensuring high-quality material for social media platforms.
- Arranged video shoots for educational counseling sessions and managed video editing for distribution across Facebook and Instagram.
- Enhanced social media presence by executing content strategies that improved engagement and visibility on multiple platforms.

Territory Sales Manager

SchoolKnot, Hyderabad | February 2018 - January 2019

- Led overall sales planning, strategy development, and execution across the allocated territory, ensuring alignment with organizational goals.
- Successfully achieved and exceeded agreed sales targets through effective customer engagement and relationship building.
- Developed future sales strategies, analyzing market trends to identify new opportunities and enhance sales performance.
- Provided detailed sales reports and market insights to senior management, supporting strategic decision-making processes.
- Fostered strong client relationships, acting as the primary point of contact for stakeholders and ensuring customer satisfaction.

LANGUAGES KNOWN

- 🌐 English
- 🌐 Hindi
- 🌐 Urdu

DECLARATION

I hereby declare that the information provided above is true to the best of my knowledge and belief.

Date:

Place: Sarjah, U.A.E

Rafat Shaikh