

# SAJIR SUFAID PP

## DIGITAL MARKETING SPECIALIST & WEB DEVELOPER

### BIO

Digital Marketing Specialist skilled at planning, executing, and optimizing online marketing strategies. Promotes products successfully through multiple digital strategies. Achieves consistent successes with excellent planning skills and proactive campaign tracking. Well expertise in web development and server management.

### EXPERIENCE

#### Digital Marketing Specialist

Managing digital media campaigns, overseeing website development, implemented HubSpot CRM, organizing events, and handling social media and email marketing. I also focus on branding, targeted advertising, lead generation, and SEO.

**Immensa, Dubai, UAE**

May 2023 - Present

#### Group Digital Marketing Executive & Web Developer

Managed comprehensive SEO strategies for 18-21 websites, executed frontend and backend development, handled Google Ads and social media campaigns, and oversaw website management, email marketing, visual content creation, and customer inquiries. Led a team and managed exhibitions, adapting marketing strategies to diverse markets.

**Hira Industries LLC, Dubai, UAE**

Jan 2019 - May 2023

#### Digital Marketing Executive

3-months contract, my role was to create a theme-based website with a strong focus on SEO strategies to enhance its visibility and performance in search engines.

**Hospicon Surgicals (Pharmaceuticals), Kerala, India**

Oct 2018 - Jan 2019

#### Digital Marketing Executive & Team Lead

As a Digital Marketing Executive at WebNamaste, I contributed to the growth of the company through mastery of digital marketing, SEO, and web development. My expertise spans SEO, Google Ads, SEM, social media marketing, and bridging collaboration between marketing and development teams.

**Web Namaste, Kerala, India**

Sep 2016 - Oct 2018

### EDUCATION

#### Master of Computer Application

Vishveshwariah Technological University - REVA ITM  
(2013 - 2016)

#### BSc Computer Science

University of Calicut - JDT Islam Arts & Science  
(2011 - 2013)

### CERTIFICATIONS

- Fundamentals of Digital Marketing
- LinkedIn Marketing Strategy
- HubSpot Marketing Software Certificate
- Google AdWords Fundamental
- Google Analytics
- Advanced Google Analytics 4
- Google Analytics for Power Users
- HubSpot Inbound Marketing Certificate
- HubSpot Email Marketing Certification

### LANGUAGES

English  
Malayalam  
Hindi

SCAN ME FOR  
PORTFOLIO



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Dubai, United Arab Emirates

in/sajirsufaid

UAE Driving License - Yes (\*\*9517)

### KEY SKILLS

Search Engine Optimization



Web Development & Server Managing



Google Ads



Email Marketing



Photography & Video Shoot



Planning, Organizing, & Proactive Learner



Leadership



Team management



Problem Solving & Decision Making



### TOOLS/ SOFTWARE

- ◆ Google Ads
- ◆ WordPress
- ◆ Google Analytics
- ◆ Google Tag Manager
- ◆ Google Search Console
- ◆ Odoo
- ◆ HubSpot
- ◆ MailChimp
- ◆ SEMRush
- ◆ Usestyle.ai/seona
- ◆ Ahref
- ◆ Canva
- ◆ Amazon, Noon, & Shopify
- ◆ Adobe Photoshop & Illustrator