

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



+971567489159

sajirsufaid.pp@gmail.com

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
- ◆ Odo
- ◆ HubSpot
- ◆ MailChimp
- ◆ SEMRush
- ◆ Usestyle.ai/seona
- ◆ Ahref
- ◆ Canva
- ◆ Amazon, Noon, & Shopify
- ◆ Adobe Photoshop & Illustrator

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