



MUHAMMED SIYAD S

DIGITAL MARKETING SPECIALIST

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PERSONAL PROFILE


I am highly motivated, results-driven, and possess excellent communication skills. I have successfully managed teams and projects, ensuring timely delivery of products while maintaining quality standards. My passion for technology and continuous improvement drives me to explore new possibilities and find innovative solutions to complex problems.

EDUCATION

Kerala University

Bachelor in Electronics and Communication Engineering
2019.

CONTACT

 Garrafat Al Rayyan
Doha, Qatar.

 29635633820

SKILLS

- Project Execution
- Leadership/Team management
- Social Media Management
- Content Creation
- Strategy Development
- Analytics and Reporting
- Campaign Management
- Community Engagement
- Communication and Collaboration
- Industry Knowledge
- Creativity and Innovation
- Adaptability and Time Management

WORK EXPERIENCE

Food World Retail Group, Digital Marketing Manager NOV 2023 - PRESENT

- Orchestrated comprehensive digital strategies, blending social media prowess with core marketing initiatives.
- Led dynamic team in optimising campaigns for increased brand visibility, lead generation, and conversions.
- Seamlessly integrated digital efforts with traditional channels, ensuring a cohesive and impactful marketing approach.
- Stayed ahead of industry trends, driving innovation through technology integration and cross-functional collaboration.
- Elevated online presence, contributing to the growth and success of Food World Retail Group in the competitive Qatar market.

Sector Steel Doha, Social Media Marketing Specialist.

MAR 2023 - NOV-2023

As a Social Media Marketing Specialist at Sector Steel Doha, I devised effective strategies, created engaging content, and managed online communities. I optimized campaigns, analyzed data, and drove increased brand awareness, lead generation, and conversions. My expertise in the steel industry and passion for social media make me an invaluable asset for enhancing online presence and driving business growth.

- Campaign Execution: I planned and executed targeted social media advertising campaigns, leveraging advanced targeting options to reach the most relevant audience segments. This resulted in increased website traffic, lead generation, and ultimately, higher conversion rates.

Saila Cleaning Services, Digital Marketing Specialist.

OCT 2022 - MAR 2023

- Developed and implemented comprehensive digital marketing strategies to increase brand visibility and drive customer acquisition.
- Created engaging content for social media platforms, resulting in a 50% increase in followers and improved customer engagement.
- Managed and optimised Google AdWords campaigns, achieving a 30% reduction in cost per click and generating a significant increase in website traffic.
- Conducted market research and competitor analysis to identify trends and opportunities for growth, leading to a 20% increase in market share.
- Utilised SEO techniques to improve organic search rankings, resulting in a 40% increase in website visibility and higher conversion rates.
- Implemented email marketing campaigns, resulting in a 25% increase in customer retention and repeat business.
- Stayed updated on industry trends and emerging digital marketing technologies, implementing innovative strategies to stay ahead of competitors.
- Provided regular reports and presentations to senior management, highlighting campaign performance and recommending actionable insights for continuous improvement.

Nation Ads, IT and Operations Manager(3y)

JUN 2019 - SEP 2022

As an IT and Operations Manager at Nation Ads, I have successfully managed the overall IT and operational functions of the company. My key achievements include:

- Implemented a new project management, resulting in a 30% increase in project efficiency and on-time completion.
- Established a disaster recovery plan that reduced downtime by 50% and minimised data loss.
- Led the development and execution of a strategic plan, resulting in a 20% increase in revenue and profitability.
- Optimised operational processes, reducing costs by 15% while maintaining service levels.