



SAFARUDEEN VS

Digital Marketing Executive

SHARJAH, UAE

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ABOUT ME

Creative Digital Marketing Specialist with 2 years of experience in website development, social media marketing, SEO, PPC campaigns, content creation, and branding. Proven ability to build engaging digital experiences through thoughtful design and strategy. Skilled in using industry tools like Google Ads, Semrush, and WordPress to deliver measurable results and help brands grow.

EDUCATION

Jun 2020 – Apr 2023 DCMAT, Vagamon	Bachelor of Arts in Visual Arts (BAVA) Studied principles of design, visual communication, branding, and creative storytelling. Gained hands-on experience with graphic design tools like Adobe Photoshop and Illustrator, developing a strong foundation in visual creativity and digital content design.
Feb 2024 – May 2024 CDA Academy, Kochi	Diploma in Digital Marketing Learned practical and advanced strategies in SEO, social media marketing, content creation, PPC advertising, and website optimization. Gained proficiency in tools such as Google Ads, Google Analytics, and SEMrush to craft data-driven marketing campaigns.

EXPERIENCE

May 2024 – Jun 2025 Icepole Icecreams, Kerala	Digital Marketing Executive - Created all social media creatives, posters, and promotional reels. - Managed ad campaigns and social media strategy. - Redesigned the website (icepole.in). - Handled product packaging, branding, photography, videography, and video editing. - Designed Icepole's logo and branding elements from scratch.
Feb 2024 – May 2024 Quad Cubes Digital LLP, Kakkanad	Digital Marketing Intern - Assisted in social media content creation and community engagement. - Supported SEO tasks like keyword research and on-page optimization. - Helped manage PPC campaigns and crafted email marketing copy. - Participated in a live campaign for Impex. - Conducted market research and competitive analysis.
Jun 2023 – Dec 2023 Incept Living pvt Ltd, Aluva	Graphic Designer & Social Media Marketer - Designed posters, videos, and reels for social media. - Managed posting across platforms and ran paid campaigns.

SKILLS

Soft Skills:

Creativity & Innovation - Adaptability - Problem Solving - Interpersonal Skills - Communication

Technical Skills:

WordPress | SEO | Canva | Shopify | Adobe Photoshop | Adobe Illustrator | Procreate | Social Media Marketing | Google Ads | E-commerce | Google Analytics | SEMrush | Content Creation

CERTIFICATIONS

- Digital Marketing – CDA Academy
- STED Digital Marketing Certification
- Fundamentals of Digital Marketing – Google
- SEMrush SEO Certification
- Google Ads (Search & Video)
- Google Analytics
- HubSpot Content Marketing
- Born on Instagram Certification
- Fundamentals of Meta Advertising – IIDE – The Digital School

PROJECTS & WORKS

- **DFT Group UAE – dftgroup.ae**
Logo design & complete website development.
- **M2000 Business Men Services, Dubai – m2000bms.com**
Designed and developed the business website.
- **Spareon Chinese Auto Parts, Sharjah – spareonchineseautoparts.com**
Created social media creative posters, managed website design, SEO optimization, and Google My Business setup.
- **Safe Structure Architecture Tools Learning Platform – safestructurecourse.com**
Developed the full e-learning website.
- **Teesher Clothing Brand – teesher.in**
Designed logo & brand kit, built WooCommerce website, and managed social media marketing.
- **Icepole Icecreams, Kerala – icepole.in**
Complete branding including logo & brand kit, product packaging design, website design, creative posters, video content creation, and social media management.
- **JPKAD & Associates – jpkad.com**
Developed the business website.

LANGUAGES

- **English** – Professional proficiency
- **Malayalam** – Native
- **Hindi** – Conversational