



Abdul Waseem Syed

Digital Marketing Specialist

Highly motivated and results-oriented digital marketing specialist with 5+ years of experience in online marketing, SEO, SEM, SMM, WordPress website development, e-commerce marketing, CRM setup, payment gateway integration, and CRM custom module creation. Proven track record of driving website traffic, increasing leads and conversions, and optimizing campaigns for maximum ROI. Skilled in client relationship management and building strong partnerships.

Work Experience

Present

Freelance Digital Marketing Specialist

- Manage and execute digital marketing campaigns for clients across various industries, including **Tourism & travel, Food & Drink, software and IT, Facilities management, construction, Fitout, cleaning and maintenance industries.**
- Develop and implement SEO strategies to improve website ranking and organic traffic.
- Create and manage paid advertising campaigns on Google Ads and social media platforms.
- Design and develop engaging social media content to build brand awareness and community engagement.
- Monitor and analyze campaign performance using analytics tools and optimize for better results.
- Collaborate with clients to understand their needs and develop effective marketing strategies.

Strategic Planning and Analysis:

- Analyzing client needs and goals: Understanding the client's industry, target audience, and desired outcomes for developing effective marketing strategies.
- Researching market trends and competitor activity: Staying informed about the latest digital marketing trends and the competitive landscape ensures informed decision-making.
- Developing and implementing digital marketing strategies: choosing the right mix of channels and tactics, such as SEO, social media marketing, email marketing, and paid advertising, to achieve the client's goals.
- Setting key performance indicators (KPIs) and tracking performance: Establishing measurable goals and regularly monitoring progress to evaluate the effectiveness of campaigns and make adjustments as needed.

Campaign Management and Execution:

- Content creation and management: writing blog posts, social media content, website copy, email campaigns, and other forms of engaging content.
- **Social media management:** Building and engaging a following, creating and scheduling posts, managing comments and reviews, and running social media ads.
- **Search engine optimization (SEO):** Optimizing website content and off-page factors to improve organic search ranking and visibility.
- Paid advertising: Managing pay-per-click (PPC) campaigns on platforms like **Google Ads** and social media platforms.
- **Website management and optimization:** Keeping websites updated, fixing technical issues, and improving user experience can all contribute to marketing success.

Contact

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Al Nahda Dubai

Education

- **Jiwaji University**
Bachelor of Commerce
Computers, business, management

Skill

- Management Skills
- Digital Marketing
- Negotiation
- Critical Thinking
- Communication Skills
- Digital Marketing
- Negotiation



🔧 Technical Skills

- Data Analysis
- Content Management Systems (CMS)
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing
- Email Marketing
- Basic Coding

TODAYS BLDG CLEANING EST

March 2021- Oct 2022

Digital Marketing Officer

A resourceful and results-oriented Marketing Officer with a proven track record of success in driving brand awareness, lead generation, and sales growth for TODAY'S Brand Portfolio in Dubai and Sharjah. Demonstrated expertise in both online and offline marketing strategies, including website development, SEO optimization, PPC advertising, social media marketing, CRM implementation, and technology adoption.

Key Achievements:

- **Built and maintained 3 websites:** Successfully designed, developed, and launched 3 websites optimized for lead generation and brand awareness under the Today's Bldg Cleaning Company brand, contributing to a consistent online presence.
- **Developed and executed online & offline marketing strategies:** Conceptualized and implemented digital marketing campaigns (SEO, PPC ads, social media ads) and traditional marketing initiatives (event participation, print advertising) to reach target audiences and increase brand visibility.
- **Enhanced web development skills:** Leveraged WordPress platform to build user-friendly and SEO-optimized websites, demonstrating strong technical proficiency.
- **Enabled online payments:** Successfully integrated Stripe payment gateway and set up the entire system for seamless online booking and transactions.
- **Streamlined business operations:** Implemented Zoho CRM from scratch, optimizing customer relationship management and lead tracking processes.
- **SEO mastery:** Executed a comprehensive SEO strategy, resulting in the ranking of keywords on Google search engine pages.
- **Technology champion:** Introduced, set up, and trained staff on Brillion Technologies app, facilitating online booking and customer engagement, ultimately driving sales growth.
- **Quantifiable results:** Increased brand awareness and sales through effective marketing campaigns and technology adoption.

Skills & Expertise:

- Digital Marketing: SEO, PPC Advertising, Social Media Marketing, Content Marketing, Website Development (WordPress)
- Offline Marketing: Event Marketing, Print Advertising, Public Relations
- Technology: CRM Implementation (Zoho), Payment Gateway Integration (Stripe), Project Management Tools
- Communication & Collaboration: Excellent written and verbal communication skills, teamwork, leadership
- Analytical & Problem-solving: Data analysis, performance tracking, problem identification and resolution



🧩 Marketing Skills

- Strategic Thinking
- Content Creation
- Copywriting
- Branding
- Project Management
- Email Marketing

🧩 Comm Skills

- Excellent writing
- Verbal communication

MICRO INTELLECTS SOLUTIONS INDIA

2016- 2020

Client Relationship Manager

- Managed relationships with a portfolio of US-based clients in the digital marketing space.
- Provided expert consultation and support on SEO, SEM, SMM, and website development projects.
- Collaborated with cross-functional teams to deliver projects on time and within budget.
- Achieved client satisfaction scores above 90%, consistently exceeding expectations.

Client Acquisition and Growth:

- **Identify and prospect potential clients:** Understanding your company's offerings and actively seeking businesses with needs in digital marketing, IT staffing, software development, or BPO services.
- **Develop strong relationships:** Building trust and rapport with potential and existing clients is crucial. Actively listen to their needs, offer consultative solutions, and showcase your company's value proposition.
- **Negotiate contracts and agreements:** responsible for negotiating the terms of service, pricing, and deliverables for client projects.

Client Account Management:

- **Serve as the primary point of contact:** A go-to person for clients, addressing their questions, concerns, and feedback effectively.
- **Manage project scope and expectations:** Clearly define project deliverables, timelines, and milestones, ensuring transparency and managing client expectations.
- **Monitor project progress and performance:** Track progress, identify potential issues, and proactively communicate updates to ensure smooth project execution.
- **Upsell and cross-sell opportunities:** Identify additional services company can offer existing clients, maximizing revenue and client satisfaction.

Interdepartmental Collaboration:

- **Work closely with internal teams:** Collaborate with marketing, sales, development, and operations teams to ensure seamless project delivery and client satisfaction.
- **Communicate client needs and feedback:** Effectively relay client requirements and feedback to internal teams to ensure project alignment and optimal solutions.
- **Stay updated on service offerings:** Understand the technical nuances of company's various services to accurately represent them to clients and answer their questions effectively.

Data Analysis and Reporting:

- **Track key performance indicators (KPIs):** Monitor client project metrics to assess progress, identify areas for improvement, and demonstrate the value delivered.
- **Generate reports and presentations:** Prepare insightful reports and presentations for clients, showcasing successes and justifying recommendations.



🧩 Soft Skills

- Creativity
- Problem-solving
- Time Management
- Adaptability
- Team Work

🧩 Additional Skills

- Design Skills
- Video Marketing
- E-commerce Marketing
- Tech Expertise
- Design Thinking and planning

2014- 2016

AIM INTEGRITY INFOMATICS PVT LTD INDIA

Marketing Executive

Market Research & Strategy:

- Conducted market research to analyze competitor landscape, identify target audiences, and assess VoIP industry trends.
- Developed and implemented comprehensive digital marketing strategies aligned with company goals and target audience insights.
- Collaborated with sales and product teams to understand customer needs and inform product development and marketing initiatives.

Campaign Management & Execution:

- Created and executed multi-channel marketing campaigns across paid search, social media, email marketing, and content marketing.
- Managed campaign budgets and optimized campaigns for maximum ROI, including A/B testing and analytics tracking.
- Developed engaging landing pages and sales funnels to convert website visitors into qualified leads.

Content Marketing & SEO:

- Created and curated high-quality content (blog posts, articles, infographics, videos) to educate and engage potential customers.
- Optimized website content for relevant keywords and implemented on-page SEO best practices to improve organic search ranking.
- Managed social media platforms, posting engaging content, responding to comments and messages, and building online communities.

Lead Generation & Conversion:

- Developed and implemented lead generation strategies, including webinars, free trials, and lead magnets.
- Managed email marketing campaigns, segmenting audiences and creating targeted messages to nurture leads.
- Tracked key conversion metrics (leads generated, demos booked, sales conversions) and reported on campaign performance.

Analytics & Reporting:

- Monitored website traffic, social media engagement, email campaign performance, and other key metrics using analytics tools.
- Generated comprehensive reports and presentations to track progress, identify opportunities, and inform strategic decisions.
- Stayed up-to-date with the latest digital marketing trends and technologies, implementing innovative strategies to improve campaign performance.

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