

# ISMAIL KA

## DIGITAL MARKETING EXECUTIVE

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Dubai, UAE

### PROFESSIONAL SUMMARY

Seasoned Digital Marketing Executive & Trainer with 1+ year of hands-on experience designing, executing, and optimizing multi-channel campaigns to drive brand awareness, engagement, and ROI. Expert in SEO (on-page & off-page), SEM (Google Ads, PPC), SMM (Facebook & Instagram Ads), content creation, and performance analytics. Proven ability to train students and teams on integrated digital marketing strategies, leveraging data-driven insights to continuously refine tactics and exceed objectives. Seeking a challenging role to deliver targeted digital growth for B2B and B2C enterprises.

### WORK EXPERIENCE

#### DIGITAL MARKETING EXECUTIVE & TRAINER

( Oct 2024 - Apr 2025 )

Dhanwisi Techinfo Solution, Kannur

- Developed and delivered comprehensive digital marketing curriculum covering SEO, SEM, SMM, and content creation to 50+ students, enhancing practical skill application and certification readiness.
- Executed multi-channel campaigns across Google Ads, Facebook, and Instagram, achieving an average 25% uplift in click-through and conversion rates through targeted audience segmentation and A/B testing.
- Conducted in-depth keyword research, on-page optimization, backlink building, and site audits to improve organic rankings by up to 40% in competitive niches.
- Created and managed content calendars, producing 100+ engaging posts, blogs, and video assets that increased brand reach by 30% and audience interaction by 50%.
- Monitored campaign performance via Google Analytics, providing actionable insights and optimization recommendations that boosted ROI by 20%.

### EDUCATION

#### DIGITAL MARKETING CERTIFICATION

( Sep 2024 )

Opentutor Digital Academy, Kannur

#### BACHELOR OF ARTS (B.A.) IN ARABIC

( 2019 - 2021 )

Calicut University

### WEB DESIGN & PROJECT PORTFOLIO

- E-Commerce Site Model** - Developed a fully functional demo store with integrated SEO best practices and responsive design.
- Oxted, Mumbai, Toronto, Law Firm, Apple (Demo Sites)** - Built and optimized multiple Elementor websites, focusing on UX, sitemap structure, and page-speed improvements to enhance crawlability and user engagement.
- Amster Movers & Opentutor** - Conducted full site audits, keyword research, blog posting, on-page/off-page SEO activities, and submitted updated sitemaps to search engines.
- Campaigns for Fenix & Opentutor Design School** - Managed PPC and Meta Ads campaigns, optimizing budgets and creatives to maximize impressions and leads.
- Social Media Strategy for Techleap** - Designed content calendars and managed end-to-end social media execution for a project management platform, increasing follower growth by 35%.

### CERTIFICATIONS

- Fundamental Digital Marketing, Google Digital Garage
- Google Analytics Academy (Fundamentals & Advanced)
- SEMrush Academy - SEO Toolkit
- HubSpot Academy - Content Marketing & Social Media Marketing
- Google Ads Search & Video Certifications

### KEY SKILLS

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) & PPC Management
- Social Media Marketing (Facebook, Instagram Ads)
- Content Strategy & Calendar Development
- Video Production & Editing (Reels, Promo Videos)
- Keyword Research & Competitor Analysis
- Google Analytics & Campaign Performance Tracking
- Integrated Digital Marketing Strategy

### TECHNICAL SKILLS

Google Ads	MS Office Suite	SEMrush SEO Toolkit	Web Design: HTML, CSS, Elementor
Facebook & Instagram Ads	Google Analytics (Fundamentals & Advanced)	HubSpot Marketing Platform	Google Tag Manager
Video Production: Adobe Premiere Pro, Final Cut Pro			