

ISMAIL K A

DIGITAL MARKETING EXECUTIVE

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PROFILE 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 & WEB DEVELOPER

2025 - 2026

Marknova Media, Dubai

- Planned and executed SEO, social media, and content strategies to drive business growth.
- Created and acted in digital content for social media and marketing campaigns, assisted in content shoots with on-site coordination, and supported production work including asset organization, basic editing coordination, and content publishing.
- Designed and developed responsive websites using WordPress.
- Used AI generator websites for content creation, page layout support, and design optimization.
- Implemented on-page SEO within WordPress, including keyword optimization, metadata, and page structure improvements.
- Created and optimized landing pages focused on user experience and conversion rate optimization (CRO).
- Managed website updates and content management while tracking website and campaign performance using Google Analytics and Search Console to support performance optimization.

DIGITAL MARKETING EXECUTIVE

Oct 2024 – Apr 2025

Dhanwis 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%.

WEB DESIGNING WORK - FREELANCE AJMAN

<https://aldanadentalcenter.com>

EDUCATION

DIGITAL MARKETING CERTIFICATION - Opentutor Digital Academy, Kannur

Sep 2024

BACHELOR OF ARTS (B.A.) IN ARABIC - Calicut University

2019 - 2021

TECHNICAL SKILLS

- Google Ads
- MS Office Suit
- SEMrush SEO tool kit
- Web Designing : HTML, CSS, Elementor
- Meta Ads (Facebook & Instagram)
- Google Analytics (Fundamental & Advanced)
- Hubspot Marketing Platform
- Video Production Adobe Premiere Pro, Final Cut Pro
- Google Tag Manager

KEY SKILLS

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

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

WEB DESIGN & PROJECT PORTFOLIO

- Web Works - flowexperts.ae , Infinityways.ae
- 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%.

LANGUAGES

- English
- Malayalam