

ADIL RASHEED

Marketing

Experienced Marketing Manager with over 6 years of experience developing and implementing successful marketing campaigns. Adept at managing projects, analyzing data, and collaborating with cross-functional teams to achieve organizational goals. I have a proven track record of increasing sales revenue and brand awareness through innovative marketing strategies.

CONTACT



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📍 Abu Dhabi, UAE

EDUCATION



- **Software Engineering**
Bohai University, Jinzhou
- **HSSC in Pre-Engineering**
Punjab College, Lahore
- **SSC in Computer Science**
Surosh Public School, Sialkot

CERTIFICATION



- Digital Marketing
- SEO (Search Engine Optimization)
- WordPress
- Google Analytics Individual by Google
- Google Web Designer Basics by Google
- GMP Dynamic Creative Basics by Google
- Studio Basics by Google
- Campaign Manager Basics by Google
- Search Ads 360 Certification by Google
- Graphic & Web Designing

TOP SKILLS



● Hard Skills

- Market research
- User experience design
- SEM/SEO
- web Development
- Content marketing
- Social media marketing
- Basic coding
- Analytics and interpreting data
- Budget management
- Data analysis and reporting
- Payed Campaings on google and social Media

● Soft Skills

- Observation
- Decision Making
- Communication
- Multi-tasking
- Leadership skills
- Communication skills
- Organizational skills
- Eagerness to learn

PROFESSIONAL EXPERIENCE



- **Andiamo Properties | Marketing Manager**
June 2023 – Present
Abu Dhabi, UAE

Key responsibilities:

- Design, build, and maintain a social media presence.
- Developed and executed marketing plans.
- Implement all digital marketing strategies, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Consult with the management team to develop long-term commercial plans.
- Manage and maintain the company's owned media including websites, Servers, emails, and CRM software.
- Suggest budgets and improvements based on the above information.
- Deal with the chinese Clients for sales and leasing as per their requirements.

- **Alola Property | Marketing Manager**
September 2020 – May 2023
Abu Dhabi, UAE

Key responsibilities:

- Develop and implement online marketing strategies and retargeting

LANGUAGES



English



Urdu



Arabic



Chinese



Punjabi



SOFTWARES



- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Photoshop
- Adobe After Effects
- Coral Draw
- Microsoft Office
- Canva
- Camtasia
- Wordpress
- Adobe Audition
- Adobe Lightroom

- campaigns on social media (Facebook, Google, Instagram, etc.) and ad network platforms
- Monitor social media and Google Analytics and generate the reports.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Coordinated with sales and business development teams to align marketing strategies with organizational goals and objectives.
- Maintain the company's owned media including social media, websites, Servers, emails, and CRM software.
- Suggest budgets and improvements based on the above information.

- Superior Track Travel & Tourism | **Marketing Executive**
October 2018 – August 2020
Dubai, UAE

Key responsibilities:

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Measure and report the performance of all digital marketing campaigns.
- Collaborate with agencies and other vendor partners.
- Provide back-end support to clients and full-fill their inquiries
- Research competitors and provide suggestions for improvement.
- Book flight tickets and hotels from the back-end portal.
- Coordinate with the outsourced IT team.
- Create maintain and update corporate website using WordPress.

- LESCO | **Marketing & IT Executive**
February 2017 – July 2018
Lahore, Pakistan

Key responsibilities:

- Maintain various network hardware components installed at the client end.
- Maintain the software applications and programs installed on the systems.
- Provide technical support to the users at all times.
- Upgrade the computer systems and network from time to time as per the latest technology.
- Troubleshoot any issue that arises in the computer systems.
- Design, build, and maintain a social media presence.
- Measure and report the performance of all digital marketing campaigns

- Shenkai Petroleum & Chemical Equipment | **IT Executive**
January 2016 – November 2016
Shanghai, China

Key responsibilities:

- Oversee all technology operations (e.g. network security) and evaluate them according to established goals.
- Devise and establish IT policies and systems to support the implementation of strategies set by upper management.
- Analyze the business requirements of all departments to determine their technology needs.
- Purchase efficient and cost-effective technological equipment and software.
- Inspect the use of technological equipment and software to ensure functionality and efficiency.
- Identify the need for upgrades, configurations, or new systems and report to upper management
- Control budget and report on expenditure
- Assist in building relationships with vendors and creating cost-efficient contracts