



MUHAMMED NABIL

MEDIA BUYER & DIGITAL MARKETING SPECIALIST

PROFILE

Results-driven Digital Marketing Specialist with 4+ years of experience in managing full funnel digital marketing campaigns. Proficient in leveraging data-driven insights to optimize performance across channels such as Facebook, Instagram, Google Search, Google Display Network, YouTube Programmatic and Native platforms. Adept at collaborating with cross-functional teams to ensure campaign success and drive growth. Strong background in media planning, media management, and campaign implementation within fast-paced environments.

WORK EXPERIENCE

Jon East Digital Media, Dubai

JANUARY 2024 TO
PRESENT

Digital Media Buyer

- Developed and executed comprehensive digital media buying strategies across various platforms, including Google Ads, Facebook Ads, and programmatic networks such as adcash & adsterra
- Efficiently managed digital advertising budgets ranging from AED 600000 to AED 660000 per month, ensuring optimal allocation of resources and maximization of ad spend.
- Utilized data-driven insights to continuously monitor and optimize campaigns, improving key performance metrics such as CTR, CPC, and conversion rates.
- Conducted thorough market research to identify target audiences, analyze competitive landscapes, and stay updated on industry trends, enhancing campaign effectiveness.
- Generated detailed performance reports using tools like Google Analytics and Facebook Insights, providing actionable insights and recommendations for future campaigns.
- Worked closely with creative teams to develop compelling ad creatives that align with brand guidelines and campaign objectives, ensuring consistency and high engagement rates.
- Implemented A/B testing methodologies to evaluate ad variations, landing pages, and audience segments, leading to data-driven decisions and improved campaign performance.
- Leveraged advanced targeting techniques, including demographic, geographic, and behavioral targeting, to reach the most relevant audiences and drive higher engagement
- Monitored and analyzed campaign performance in real-time, making necessary adjustments to meet or exceed KPIs and business goals
- Partnered with sales, marketing, and product teams to align digital media strategies with overall business objectives, ensuring cohesive and effective campaigns.
- Utilized digital marketing tools and platforms such as Google Ads, Meta Ads Manager, DSPs, and CRM systems to execute and track campaigns efficiently.

CONTACT

+971 56 642 9537

mnabil55123@gmail.com

Deira, Dubai

www.digitalnabil.com

Visa Status: Employment Visa

EDUCATION

2019 - 2019

360 EDUKRAFT

Advanced Digital Marketing

2015 - 2018

UNIVERSITY OF CALICUT

Bachelor in Commerce

TECHNICAL SKILLS

- Google Advertisements
- Meta Advertisements
- Programmatic Advertisements
- TikTok Advertisements
- SEO (On-Page)
- Social Media Strategies
- Branding & Growth
- Project Management
- Business Development
- Content Marketing
- Competitor Analysis
- CMS (Wordpress, Shopify & Magento)
- AI Tools (Chat GPT)

TOOLS

- Google Ads
- Google Analytics 4
- Google Search Console
- Google Tag Manager
- Merchant Center
- Meta Ads
- Amazon Seller Account
- Flipkart Seller Account
- Google Trends
- SEO Quake
- Microsoft Clarity
- Google Sheets, Docs & Slides
- Ad Cash
- Adsterra

PERSONAL SKILLS

- Leadership Skill
- Marketing strategy
- Critical and creative thinking
- Highly organized
- Excellent listening skills
- Works well under pressure
- Flexible
- Report analysis
- Strong Team member

CERTIFICATIONS

- The Fundamentals of Digital Marketing
- Google Ads - Measurement Certification
- Search Ads 360 Certification Exam
- Display & Video 360 Certification Exam
- Campaign manager 360 certification exam
- Google Analytics Certification
- Google Ads Display Certification

LANGUAGES

- English
- Malayalam
- Hindi
- Tamil

QUBIX Integrated Media Services Pvt.Ltd (Viral Mafia), Kozhikode

October 2021 to
November 2023

Team Lead - Digital Marketing

- Promoted through roles from Digital Marketing Specialist to Senior Specialist, and finally to Team Lead.
- Led and managed acquisition campaigns across social, SEM, and display channels, driving revenue growth and ROI.
- Analyzed and optimized campaign performance using data-driven insights, identifying and resolving performance issues through tools like Google Analytics.
- Developed easy-to-use reporting and visualization dashboards for key metrics such as ROI, CPA, and strategic KPIs.
- Collaborated with creative and marketing teams to test strategies, driving innovation and improving overall campaign results.
- Supervised and mentored Digital Marketing Executives, ensuring optimal campaign performance and skill development.
- Engaged directly with clients to understand and fulfill their requirements, delivering tailored digital marketing solutions.
- Managed Google Ads campaigns, including keyword development, budget allocation, and ongoing optimization for improved metrics.
- Created and managed social media paid ad campaigns across various platforms, optimizing strategies for maximum conversion.
- Implemented and managed Meta pixels, custom audiences, and advanced targeting techniques to enhance campaign effectiveness.
- Delivered significant improvements in ROAS and cost per conversion across all channels.

Febno Technologies LLC, Kozhikode

June 2020 to
October 2021

Digital Marketing Executive

- Create and manage various social media paid ad campaigns. For website traffic, engagement & lead generation.
- Developing the overall strategy for Lead Generation Campaigns
- On page optimization with keyword research, content writing, Meta tags, title tags and internal page linking.
- Off page Optimization like Directory Submission, Forum Submission, Article submission and Link Building.
- Generate blog ideas and write blog articles.
- Track, report, and analyze website analytics (Google Analytics and Google Search Console).
- Social media page management / regular pages updating with attractive contents.
- Creating Content and Flyer.

360 Edukraft, Bangalore

October 2019 to
March 2020

Digital Marketing Intern

AWARDS & PROMOTIONS

- **Best Performer of The Month:** Issued by Viral Mafia - Digital Marketing Agency - April 2023
- **Special Performance Award:** Issued by Viral Mafia - Digital Marketing Agency - February 2022
- **Promoted to Team Lead - Digital Marketing**
QUBIX Integrated Media Services Pvt. Ltd (Viral Mafia)
April 2023
- **Promoted to Senior Digital Marketing Specialist**
QUBIX Integrated Media Services Pvt. Ltd (Viral Mafia)
November 2023