

ABOBACKER SIDDIQUE P.P

00971529579033

siddiqueedapal@gmail.com

OBJECTIVE: I am seeking a full-time position in an organization with a global vision, that offers a greater challenge, and the opportunity to help the company advance efficiently and productively. I look forward to working in an establishment that will offer me the opportunity to be a part of its team contributing to the growing success of the company. I aspire to obtain a challenging leadership position applying my creative problem-solving skills with a growing company to optimize the utilization of its resources and maximize profits.

MY EXPERIENCE AT A GLANCE

- Engineering Graduate in Computer Science
- 4 Years of experience as Digital Marketing Manager
- 5 Years of experience as a Web Developer
- SEO, PPC, Google AdWords, Content Management Systems, Social Media Marketing, CRM, Task management systems expert

EXPERIENCE DETAILS

- Lead management, qualification, scoring, and nurturing experience
- Innovate and present new marketing platforms and initiatives
- Manage email and social media marketing campaigns
- Use Google Analytics, Google AdWords and other relevant analytics and reporting services
- Manage and monitor all company websites with weekly updates and monthly reports
- Drive traffic to company websites and optimize traffic quality and conversions
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points for both B2C and B2B
- Full grasp of online campaign set-up and management with Google Adwords including search, display and remarketing
- Create and manage link building strategies, content marketing strategies, and social media presence
- Web application development including PHP, JavaScript, AJAX, CSS and HTML.
- MySQL database administration and maintenance.

- Experience with Payment gateways such as Paytab, Payfort, Innovate and Bank APIs
- Experience with SSL
- Experience with Social Media APIs
- Support via Remote access, email, and phone
- Web Server setup and Hosting
- Experience with a reseller hosting account and WHM
- Design of database
- Coding and design appropriate classes and functions
- Theme Integration with Wordpress and Usage of proper Plugins

KEY SKILLS

- Project Management skills
- Self-Motivated, Strong Leadership Skills, Team-Oriented and Goal-Oriented
- Strong analytical skills and data-driven thinking
- Strong ability of fast learning and improvement
- Autonomous and independent
- Skilled in internal and external technical and non-technical communications
- Able to produce clear and proper documentation
- Passionate and success driven
- Strong attention to Detail
- Understands priorities and utilizes resources accordingly

PROFESSIONAL EXPERIENCE

11. 2016 - PRESENT	Digital Marketing Manager Pomegranate Institute, Al Barsha, Dubai - UAE
02. 2013 - 11.2016	WEB Master & Digital Marketing Platinum Touch Design, Tecom, Dubai - UAE
04. 2011 - 12.2012	PHP DEVELOPER eBeamsInfotech, Kollam, Kerala - India
06. 2010 - 12.2013	Ad quality Analyst (Online Support) Remote Ad Consultants, Bangalore- India

CERTIFICATION & AWARDS

IBM certification on DataScience
Google My Business Basics Google Ads
Search Certification Google Ads Search
Google Ads Fundamentals

PROGRAMMING SKILLS

Scripts	PHP, MySQL, JavaScript, AJAX, Wordpress, HTML and CSS
Web server	Apache, IIS
Databases	My SQL

EDUCATION

2006 - 2010	B.TECH IN COMPUTER SCIENCE AND ENGINEERING - FIRST CLASS College of Engineering Trikaripur - affiliated to Cochin University of Science and Technology (CUSAT)
2004	HIGHER SECONDARY (+2) - FIRST CLASS Edapal affiliated to Board of Higher Secondary Education, Kerala
2002	S.S.L.C (10TH) - FIRST CLASS D.H.O.H.S.S - Edapal affiliated to State Board - Kerala

PERSONAL INFORMATION

Date of Birth	20-11-1986
Sex	Male
Religion	Islam
State	Kerala
Nationality	Indian
Marital Status	Married
Passport Details	K3498296, Issued at Malappuram – Kerala – India
Languages known	English, Hindi, Malayalam, Arabic (Starter)