



SULAIMAN JABR

Digital Marketing Specialist

About Me

Successful Digital Marketing Specialist skilled at planning, executing and optimizing online marketing strategies. Promotes products successfully through multiple digital strategies. Achieves consistent successes with excellent planning skills and proactive campaign tracking.



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Dubai, United Arab Emirates

Languages

- Arabic
- English
- Russian

CERTIFICATES AND TRAINING

- Certificate in Digital Marketing
- Certificate in Google Analytics

Portfolio

Brochures, Flyers, Company Profile, Posts, Stories.

Available Upon Request.

Experience

MADA'IN PROPERTIES - Real Estate Developer

Digital Marketing Executive

Dubai, United Arab Emirates

01/2023 - Current

- Directed traffic growth strategies, SEO and SEM, content distribution, email marketing and trackbacks.
- Devised effective link-building campaigns to increase website authority and visibility.
- Brainstormed content marketing strategies based around client's business goals, existing content and chosen key performance indicators.
- Developed creative design for print materials, brochures, banners, and signs, flyers, business card, company profile, exhibition material, and for social media.
- Edited and enhanced existing artwork and graphics.
- Developed social media calendar, which included scheduling email blasts, social media posts, marketing campaigns, and website updates.
- A-B tested ad campaigns to optimize performance.

DREHOMES - Real Estate Agency

Digital Marketing SPECIALIST

Dubai, United Arab Emirates

02/2022 - 11/2022

- Used in-depth SEO and SEM expertise to appropriately allocate client budgets across cross-platform digital campaigns.
- Carefully assessed campaign objectives, collaborating with clients to adapt delivery approaches for guaranteed results.
- Expertly led customer-focused digital campaigns from concept through completion, maximising brand reach, engagement and growth.
- Achieved success across paid and organic social media content through targeted content development and delivery.
- Designed digital marketing strategies based on current marketing trends, market insights and competitor activity.
- Created a wide variety of digital marketing content, including blogs, social media content, presentations and digital adverts.

Skills

- Web analytics
- Brochure, Flyer, Business card, Exhibition material
- Lead generation
- Marketing strategies
- Social media tools
- Market and competitive analysis
- Strategic decision-making
- Business planning

SOFTWARE AND PROGRAMMING LANGUAGES

Advanced Skills

- Adobe Photoshop, Illustrator, InDesign, Premiere Pro
- Canva
- HTML & CSS Web Development
- Build websites on WordPress, Wix, Godaddy
- Market and competitive analysis
- CRM
- Microsoft Office

RUSSIAN LANGUAGE COURSE

Synergy University

2019 Moscow, Russia

BE SURE PROPERTIES - Real Estate Agency
Digital Marketing SPECIALIST
Johannesburg, South Africa
03/2020 - 12/2021

- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Optimized company website to improve engine ranking, user experiences and conversion rates.
- Increased brand awareness with ambassador partnerships and targeted email campaigns.
- Managed digital projects from initial concept through final implementation and live monitoring.

LANSERIA FLIGHT CENTRE - Flight Academy
Digital Marketing CONSULTANT
Johannesburg, South Africa
02/2015 - 11/2018

- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives, and methods for improvement.
- Analyzed competitor pages to locate back link and keyword opportunities.
- Created and delivered innovative, strategic marketing programs for clients with focus on events, digital marketing and social media.
- Utilized techniques such as Email Marketing, SEO and SEM to develop new leads

S4 AUTO - Car Showroom
DIGITAL MARKETING EXECUTIVE
Johannesburg, South Africa
04/2013 - 01/2015

- Optimized campaigns through A/B testing to increase online sales.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Designed paid client ads for use on diverse social media platforms.
- Completed keyword research and analyzed competitor SEO and campaigns to identify gaps and opportunities.

Education

MidEast Aviation Academy
DIPLOMA IN AIRCRAFT MAINTENANCE ENGINEERING
2010 - 2013

Vocational School
HIGH SCHOOL CERTIFICATE
2007 - 2010