



M. FAUWAAZ

Digital Marketing Specialist

PROFILE

Nationality : Sri Lankan
DOB : 1993.04.06
Marital Status: Single
Visa Status: Employment Visa

EDUCATION

- Google Digital Marketing & E-commerce**
Google / Professional
- Advertising with Meta**
Meta / Professional
- Diploma in Graphic Designing**
Indigo Computer School
- National Diploma in Quantity Surveying NVQ-5**
College of Technology (Costing Engineering)
- National Diploma in Cabin Crew**
International Airline & Ticketing Academy

CAPABILITIES

- Branding in Digital Platforms
- Content Creating
- Product Design Implementation
- SEO
- Web Designing
- Social Media Marketing
- UI / UX
- Prompt Engineering
- E- Commerce
- Research & Developments
- Email Marketing
- Video Editing
- 3D Modeling

STENGTHS

- Great Communication
- Result Driven
- Ethical Standards
- Self Motive & Pro Active
- Good Moral Character
- Good Analytical Skills
- Leadership Skills
- Team Player

"Results-focused, quality-driven professional with over 5 years of experience in digital marketing, forecasting, and analysis skills, dedicated to organizational goals."

+971 54 759 0163

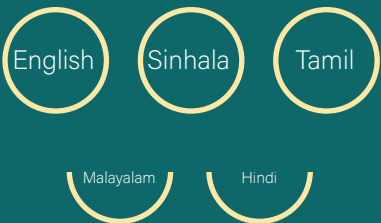
contactfauwaaz@gmail.com

Sharjah , UAE

SKILLS



LANGUAGES



Digital Marketing Executive

*Arab India Spices LLC (Seven Harvest Trading LLC), Ajman, UAE
February 2022 to Present*

- Promoting brand in digital platforms and social media platform (Facebook , Instagram , LinkedIn)
- Create digital contents (Posts , videos) for 03 different brands in digital platforms.
- Manage all e-commerce platforms (Amazon , Noon , Tradeling) and boost sales value.
- Design brand promotion elements (Pallets , Gandolas , Arch , Dangler , Flyer , Vehicle branding.
- Working with influencers to develop brand awarenss.
- Planning & launching events , giveaways through social media platforms to generate organic followers.
- Creating video footage for TV commercials & Display ads.

Founder & Cheif Digital Marketing Consultant

*ODBM Academy - Sri Lanka
April 2020 to Present*

- Support local entrepreneurs to grow their business through digital platforms.
- Promoting E-Commerce platforms & tools for small business owners.
- Teach & introducing digital marketing strategies & methods for beginners.
- Direct local entrepreneurs for catch the clients and audience through correct social media marketing and link building.
- Launching online and offline digital marketing courses for remote area school students.
- Supply & introduce blue prints of digital marketing strategies for local small business owners and entrepreneurs.

Founder & Marketing Planner

*Design State IT Group - Sri Lanka
December 2018 to January 2020*

- Provide Graphic Designs , Web design services for international clients.
- Planning & launching social media marketing campaigns for international business owners. (Google , Meta , LinkedIn , Twitter and Snapchat ad networks etc.)
- Recrute freelancers from Asia region for provide particular services.

Marketing Planner & Share Holder

*Indra Skipta PVT Ltd - Sri Lanka
February 2019 to January 2021*

- Planning & launching social media campaign for local audience.
- Manage E - Commerce platforms and generate sales & increase sales from local audience.
- Product research & planning product launching procedure.
- Branding new products and get sales from social media influencers.
- Handling customer care and sort out internal and external issues.

Quality Assurance Technician

*Global Solution System PVT Ltd - Sri Lanka
August 2017 to December 2018*

- Rechecking & re-order retail products shells through online system.
- Train the AI system to perform effectively for the autopilot system.
- Provide support to obtain new projects for the back office from company headquarters.
- Train newcomers on the system and guide them towards achieving monthly goals.

Personal Projects

"Park-it " App (Parking App)

- Marketing coordinator & key-presenter

"Side Effects" Browser

- Planning, developing and launching very first side effects browser as www.sideeffectof.com
- Use digital marketing strategies to drive traffic. (Organic and Paid.)
- On-Page and Off - Page SEO.
- Use Quara , Medium & Reddit to drive traffic more.
- Use Google ad network for generate revenue.
- Create relevant videos and posts for engage audience.
- Use multi vendor concept to generate more articles.
- Recruit content writers for write relevant articles.