



MOHAMMED ARSHAD

DIGITAL MARKETING SPECIALIST & GROWTH MARKETER

CONTACT

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EDUCATION

- Diploma in Digital Marketing**
DigiMark Academy, 2023
- Diploma in Biomedical Engineering**
KMCT Polytechnic, 2021

CERTIFICATIONS

- Google Ads Certified** — Search, Display & Video 2026
- Google Analytics 4 & Tag Manager Certified** 2026

CORE SKILL

- Google Ads (Search, Display, Video, PMax)
- Meta Business Suite & Retargeting
- Technical & On-Page SEO • GA4, GSC, Looker Studio, GTM
- CMS, HTML/CSS, UI/UX Wireframing, CRO
- AI Workflow & Prompt Engineering
- WhatsApp CRM Automation

LANGUAGES

- English
- Malayalam
- Tamil

Growth marketer with 4+ years managing end-to-end digital ecosystems (**paid media, SEO, CRO, and AI-driven automation**) for e-commerce and travel brands across the UAE and India. Managed up to AED 50,000/month in combined Google and Meta ad spend, generating 2,800–4,500+ leads/month while cutting cost-per-lead by up to 25%. Combines hands-on front-end/CMS skills with performance marketing to build, launch, and optimise the full customer journey — not just the ad account.

WORK EXPERIENCE

Freelance DigitalMarketing Consultant

April 2026 – Present

Self-employed, Kerala, India

- Providing freelance digital marketing and general marketing support to 3–5 clients while based in home town.

Marketing Manager / Growth Marketer

October 2025–April 2026

Holidayys.com & Amani Travel & Tourism (Amani Group), UAE

- Owned the full digital ecosystem — Google Ads, Meta Ads, SEO, and landing pages — managing AED 20,000–50,000/month in combined ad spend across both brands.
- Drove an average of ~4,500 leads/month across Google and Meta campaigns, at an estimated cost-per-lead of AED 4–11.
- Redesigned high-traffic landing pages and reworked UI/UX navigation based on behavioural analytics, lifting conversion rate by 10–20%.
- Built WhatsApp CRM automation and AI-assisted workflows that improved lead response time and consistency across the team.
- Delivered weekly CTR/CPC/ROAS reporting via GA4 and Looker Studio, reallocating budget to cut blended CPA by 15–30%.

DigitalMarketing Specialist

2023– 2025

Smart Travel Group & Air Kerala, Dubai, UAE

- Managed Google & Meta Ads for flights, hotels, holiday, and Umrah packages, generating 2,800+ qualified leads/month at a blended CPL of AED 7.3.
- Grew organic traffic 30% through technical SEO and a targeted content strategy.
- Implemented GA4 & GTM conversion tracking across both properties, closing prior reporting gaps and enabling accurate ROAS attribution.

Digital Marketing Executive

2022 – 2023

Lonestar Technical Services LLC, Dubai, UAE

- Managed Google & Meta Ads for service promotions, reducing cost-per-lead (CPL) by 25%.
- Produced 20+ SEO-optimised content pieces, increasing organic search visibility by up to 15%.
- Ran retargeting and lookalike campaigns that improved lead quality and lifted conversion rate by up to 8%.

Business Development Manager & Digital Marketing

2021 – 2022

Medisport Marketing, India

- Managed Meta and Google Ads for flights, hotels, holiday, and Umrah packages, generating 10,000+ qualified leads.
- Increased organic traffic by 30% through SEO-driven blog and website content.
- Designed and executed seasonal campaigns (Eid, Valentine's Cruise, and other promotions) contributing up to 10% of period revenue.
- Expanded LinkedIn travel audience through targeted content and outreach, growing followers/engagement by up to 15%.