

Zafir Ahmed *Digital Marketing Specialist*

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Summary

Experienced digital marketing specialist with a track record of success in driving website traffic from Europe and Asia through strategic SEO, Google Ads, and email campaigns. Skilled in website development, digital marketing, and campaign management. Seeking a challenging Marketing position to apply my expertise.

Professional Experience

Social Media Marketing Expert (part time),

10/2023 – 12/2023 | Wyoming, USA

INFINITY Flight Horizons ✕

- Developing and executing highly effective social media strategies to enhance brand visibility and engagement.
- Creating and managing targeted mailing lists for potential clients, ensuring the successful execution of impactful email marketing campaigns.
- Collaborating closely with the marketing team to align efforts and enhance overall marketing effectiveness.
- Staying up-to-date with industry best practices and emerging digital marketing trends to ensure a competitive edge.
- Provided comprehensive feedback and redesign recommendations for the company website.

Digital Marketing Specialist (Freelance), Reach Up

06/2023 – 10/2023 | Cairo, Egypt

- Conduct comprehensive market research and analysis to identify industry trends and consumer behaviour.
- Developed data-driven digital marketing strategies to optimise campaign performance and drive measurable results.
- Created visually appealing graphic content that aligns with clients' guidelines to enhance their engagement and brand awareness.
- Staying up-to-date with the latest digital marketing trends and technologies, ensuring innovative and effective strategies.
- Conducted a thorough analysis of the existing website's user interface (UI) and user experience (UX) to identify areas for improvement.
- Utilized industry best practices and current design trends to deliver a modern and user-friendly website design for the agency.

IT Manager, Leno Gulf Commodities F.Z.C ✕

02/2023 – 05/2023 | Khartoum, Sudan

- Responsible and accountable for the smooth running of computer systems within the limits of requirements, specifications, costs and timelines. supervised the implementation and maintenance of our company's computing needs.
- Monitored and maintained the security of all IT systems and networks, protecting against malicious attacks, by using hardware and software solutions to prevent hacking.
- Reduced computer downtime and increased employee productivity by 10% by ensuring the smooth operation of the company's computer systems.
- Trained the production team to use the ERP system and ensured the development of the system.
- Designed and built a website for promoting the ERP system to agri-commerce companies.
- Improved user engagement by 20% by creating and managing social media content for the company.

Marketing Manager, Goni International ✕

08/2022 – 02/2023 | Khartoum, Sudan

- Devise and implement strategies to increase customer engagement and retention, and utilise current technologies to create and optimise digital marketing efforts.
- Created and managed the main company website & the Engineering division website, and achieved driving traffic up to 30% monthly.
- Launch and execute successful marketing campaigns that expanded brand awareness by 20%.

- Conduct market research to identify key trends and customer needs.
- Successfully establish new business connections by strategically networking with industry experts to build relationships, identify opportunities, and drive business growth by 10%.

Web Designer and E-Marketing Executive,
Rikaz For Advanced Business




05/2021 – 08/2022 | Khartoum, Sudan

- Built and Managed the company's websites including an e-commerce website, optimizing the user experience. By improving and promoting the e-commerce website showcasing agricultural crops, that successfully generated traffic from Asia and Europe, resulting in a 70% increase in sales.
- Led the E-marketing/E-commerce department at Rikaz Group, implementing B2B marketing strategies to expand our presence in Asia and Europe for agro-commodities.
- Successfully optimized the company's website through on-page and technical SEO techniques, leading to improved rankings on Google and Bing search engines. I played a pivotal role in enhancing visibility and driving organic traffic, contributing to the company's online success.
- Prioritised the security of data, network access, and backup systems, ensuring the safety and integrity of critical company assets. Additionally, provided all employees with reliable laptops and internet access to enable high levels of productivity and collaboration.
- Delivered complete software and hardware support for laptops and desktops.
- Carried out targeted bulk email marketing campaigns, which increased engagement and sales by 40% (using a third-party bulk email service, MailChimp).
- Collected and analyzed product data, which guided content writing, social media management, and posting pictures and videos of products online on multiple platforms.
- Managed and monitored Google Ad campaigns in European countries and ensured the highest ROI by analyzing the performance of each campaign.
- Managing the company's Alibaba account, overseeing the mini website and regularly publishing new products. I am familiar with the Alibaba ecosystem and have optimized product lists to increase visibility.

IT Specialist, Endoscopy & Endotherapy Department At
Ibn Alhaitham Diagnostic Department

03/2021 – 04/2023 | Khartoum, Sudan

- Provided technical support for the endotherapy unit, ensuring smooth operation of computers and printers
- Conducted upgrades and maintenance on both software and hardware
- Resolved technical issues promptly to minimize downtime and enhance efficiency
- Collaborated with team members to implement IT solutions that improved workflow
- Stayed up-to-date on technological advancements  to optimize system performance

Education

Bsc in Computer Science, The Future University

11/2016 – 02/2021 | Khartoum, Sudan

Skills

Web Design

Ability to create visually appealing and responsive website designs (using HTML5, CSS & JavaScript) that enhance user experience.

Email Marketing

Skilled in designing email templates, and campaigns, and analysing performance metrics using automation tools like MailChimp.

SEO

Proficient in optimising websites, conducting keyword research, and improving organic search rankings.

Pay-Per-Click (PPC) Advertising

Create and manage PPC campaigns on Google Ads to drive targeted traffic and achieve conversion goals.

Social Media Management

Good knowledge of social media management (Facebook, Instagram & Twitter), including content creation, audience engagement, and analytics.

Soft Skills

- Great team collaborator & Communicator
- Results Oriented
- Proactive attitude to day-to-day tasks.
- Excellent written and verbal communication skills.
- Flexibility & Adaptability.

Languages

Arabic

CMS

WordPress website development, customisation, and troubleshooting. Identifying and resolving technical issues and bugs related to WordPress.

Adobe Creative Suite & Canva

Proficient in using Photoshop and Illustrator to create visually appealing designs for both print and digital media.

Data Analysis

Utilising analytics tools like Google Analytics to track website traffic, measure campaign effectiveness, and make data-driven decisions.

SEM

Conducting keyword research, Landing Page Optimisation, Ad Campaign Management & Reporting.

Microsoft Office Suite

Skilled in Microsoft Office Suite (Word, Excel, and PowerPoint) for professional document creation, data organisation, and impactful presentation delivery.

English

Certificates

Fundamentals of digital marketing

United Latino Students Association

Portfolio

Check out my Portfolio

<https://bit.ly/3OZ7fIL>