

Abdul Bassit

Digital Marketing Professional

Contact

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Expertise

Planning
Reporting
Online Research
Programmatic
Social Media
Creatives

References

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Founder & CEO

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About Me

Digital marketer with 9+ years experience in managing Digital Marketing activities and Social Media Accounts within Digital Agency. I have extensive knowledge working with high end Fashion Brands, Telecom, Retail, Automotive, Banks, Hotels in the Middle East.

Experiences

The One Accountant 2020 - Onwards (2 Years)

- Working as a freelancer, responsible for all digital advertising activities.
- Digital Channels include - Google, Youtube, Facebook & Instagram, (Organic & Paid), E commerce
- Verifying leads and sharing qualified leads to Sales Team.

Mindshare MENA 2013 - 2020 (7 Years)

- Liaising with the Account Director in preparing Accounts Structure.
- Digital Channels include Websites, Programmatic (Xaxis), Social Media (Facebook, Instagram, Youtube), Search (Google) - Organic & Paid Media. E Commerce.
- Optimize Lead for better CPL & high relevant conversion.
- Manage profitability for each segment and achieve maximum brand awareness.
- Setup merchant ID & add products on Google shopping list.
- Gathers statistics and helps prepare media plans flow charts and supports the buying process.
- Briefing Publishers with campaign requirements for delivery & responsible for making all campaigns active and ensuring collection of the reports and screenshots from publishers.
- Liaise regularly with affiliate publishers and partners and guide them on technical integration, reporting, program mandates & guidelines, tiered compensation and creative material.
- Manage and build Strategy for multiple clients.
- Managed all online marketing campaigns with a goal of creating product awareness. Increased site traffic, awareness of the brand.
- Worked closely with various internal teams (developers, creative, etc).

Certification

- Google Ads Display
- Google Ads Search
- Google Ads Video
- Google Shopping Ads

- Manage and develop existing and new clients for Mindshare MENA
- Introducing new strategies to increase website traffic and increase ad revenues.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Delivering multichannel campaigns across e-mail, web, mobile, and social media. Identifying key areas for improvement.
- Drive incremental performance for display campaign across MENA. Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding the communication strategy surrounding them.

Education

Master's Degree Digital Marketing UET, 2005 - 2008
Pakistan.