



SADAM HUSSAIN.S



Sharjah, UAE



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OBJECTIVE

Seeking a challenging position as a Graphic Designer, E-commerce, and Digital Media Marketing Executive where I can leverage my creative design skills and digital marketing expertise to contribute to the success of a dynamic and forward-thinking organization. My goal is to effectively blend innovative graphic design with strategic digital marketing initiatives to enhance brand visibility, drive online engagement, and ultimately elevate the overall online presence and performance of the company.



PROFESSIONAL EXPERIENCE

Graphic & Packaging Designer, E-commerce & Digital Media Marketing Executive
at GulfMoon Tr LLC, Sharjah | Dec 2022 - Present

- ❖ Lead the design and development of innovative packaging solutions for various products, ensuring a cohesive brand image.
- ❖ Collaborated with cross-functional teams to conceptualize and design packaging solutions for products
- ❖ Conducted market research to stay informed about industry trends, competitor packaging, and consumer preferences.
- ❖ Successfully implemented sustainable packaging initiatives, reducing environmental impact.
- ❖ Managed multiple design projects simultaneously, meeting tight deadlines and ensuring high-quality output.
- ❖ Established and maintained relationships with packaging suppliers, negotiating favorable terms and ensuring timely delivery.
- ❖ Designed marketing collateral, including brochures, banners, and promotional materials, contributing to a 100% increase in brand visibility.
- ❖ Managed end-to-end design projects, from conceptualization to print production, ensuring high-quality and on-time delivery.
- ❖ Implemented a streamlined workflow, reducing project completion time by 50%.
- ❖ Collaborated with the marketing team to brainstorm and execute design strategies that enhanced overall brand identity.
- ❖ Utilized advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) to deliver high-quality designs.
- ❖ Contributed to the development and maintenance of a consistent visual identity across all brand assets.

E-Commerce & Digital Marketing Executive

- ❖ Spearheading the development and execution of e-commerce strategies resulting in a 100% increase in online sales.
- ❖ Managing the end-to-end process of launching new products on the e-commerce platform, including product listings, pricing, and promotions.
- ❖ Utilizing data analytics and market research to identify customer behavior, resulting in targeted marketing efforts and improved customer engagement.
- ❖ Collaborating with cross-functional teams to optimize the user experience, resulting in a 100% decrease in bounce rates.
- ❖ Implementing SEO strategies that led to an increase in organic website traffic.
- ❖ Overseeing digital advertising campaigns on platforms such as Google Ads and Facebook, optimizing campaigns for a 100% increase in ROI.

PREVIOUS EXPERIENCE:

Graphic Designer | Digital Media Marketing & E-commerce Executive, IT & System Admin at Al Awani General ENT & comp, Est. Abu Dhabi, from Feb - 2020 to Dec - 2022.

- ❖ Package designing for New products and graphic works for social media, websites, flyers, product Catalogs, E-commerce, Etc..
- ❖ Social Media Marketing, Paid Ads, Social media management and engaged with customers
- ❖ Managing the E-commerce platforms (al-awani.com, Amazon & noon)
- ❖ IT (Technical Support, Software Installation and Configuration, Hardware Maintenance, Remote Support)



EDUCATION

- ❖ Completed **CCNA** from CI – Tech, Chennai.
- ❖ Completed **B.C.A** from Alagappa University with a score of 65% in the year 2018.



CERTIFICATES

- ❖ The Fundamentals of Digital Marketing (CID: **G8B 3G9 WF9**) – Google Digital Garage
- ❖ Cisco certified Network Associate - @ CI – Tech, Chennai.
- ❖ Dotnet Programming - Mohamed Sathak Institute, Ramanathapuram.



SKILLS

- ❖ Graphic design for print and digital media
- ❖ Branding and identity design
- ❖ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ❖ Conceptualization and prototyping
- ❖ Typography and layout design
- ❖ Marketing collateral development
- ❖ E-commerce strategy development
- ❖ Digital marketing campaign management
- ❖ Search engine optimization (SEO)
- ❖ Paid Advertising (Meta, Google)
- ❖ Social media marketing



PERSONAL INFORMATION

Father's Name	:	Syed Abuthakir
Date of birth	:	09 April 1996
Gender	:	Male
Nationality	:	Indian
Marital Status	:	Married
Languages Known	:	English, Tamil, Malayalam & Hindi
Visa status	:	Employment



DECLARATION

I declare that the information provided in this resume is true and accurate to the best of my knowledge. I understand that any false statements may result in disqualification from employment consideration.

Date:

Place: Sharjah - UAE

Sincerely

(S. SADAM HUSSAIN)