

Niyas Ussain Kp

Google Certified Digital Marketer



United Arab Emirates

✉ niyazhussainkp@gmail.com 🌐 www.niyazhussain.com 📞 +971 50805 7865 📍 UAE

Career Summery

Digital Marketing Specialist

02/2023 - Present

Lifeline Healthcare Group - UAE

- Implement SEO best practices to improve the online visibility
- Execute Digital campaigns like Google Ads, Meta & LinkedIn Ads
- Email, SMS & Whatsapp marketing campaigns
- Oversee the websites, ensuring they are user-friendly

Digital Marketing Specialist

06/2021 - 02/2023

City Home Real Estate LLC - Dubai

- Creating Digital Roadmap & Website Management
- Lead Generation and Lead Nurturing
- SEM, Remarketing, SEO, GBP & Landing Page Optimization
- Social Media Management, Content, Designing & Paid ads
- Email Marketing, Property Listings & Backlink Building
- Compliance, Data Analysis & Reporting

Gallivant Yacht Charters - Dubai & Qatar

- Implementing Marketing Strategies
- SEO Strategies to Improve SERP Results
- Generate Leads, Bookings & Create Packages
- Enhance Brand Awareness & Website Traffic
- Measuring, Reporting the Performance of all Campaigns
- Maintaining Social Media Presence
- Influencer Marketing & Local Partnerships

Kuruva Island Resort & Spa - Kerala

- Crafting Digital Roadmap & Strategies
- Generate Leads, Bookings & Create Packages (SEM & SMM)
- Optimize GBP/Local SEO Strategies for Top SERP Rankings (SEO)
- Manage and Optimize OTAs & Channel Managers
- Maintain Vibrant Social Media Engagement across all Platforms
- Coordinate Photo & Video shoots

Digital Marketing Executive

11/2018 - 05/2021

Apollo Builders Pvt Ltd, Calicut

Executing Digital Marketing Campaigns and Lead Generation Strategy for Samana Business Group & its sister concerns

Clients:- Apollo Builders Pvt Ltd (Lead Generation)
Apollo Dimora Hotels (Reservations)
Samana Species (Enquiry)

SEO Executive Trainee

05/2016 - 07/2017

Spintz Infotech Pvt Ltd

CORE SKILLS

- SEM SMM SEO Graphic Designing
- Photography Google Analytics CMS
- Email Marketing Affiliate Marketing
- Content Creation Strategic Planning

CERTIFICATIONS & BADGES



EDUCATION

- PG in Mass Communication & Journalism (Advertising, New Media, PR)
- Advanced Diploma In Digital Marketing

INTERNSHIP

- The New Indian Express Daily (Photo Journalist)
- Chandrika Daily (Stringer)

TOOLS

Google Ads Manager, Google Search Console, LinkedIn Campaign Manager, Facebook Ads Manager, SEMrush, Moz, Mailchimp, Ahrefs, HubSpot, Hootsuite, Pabbly, Leadsquared, Dubizzle, Animoto, Teamwork, Google Tag Manager, Adobe Creative Cloud, Google Data Studio, Google Search console, Screaming Frog, WordPress, Google Analytics, Keyword Planner, Meta Insights & Business Suite.

LANGUAGES

- English Professional Proficiency
- Hindi Communicating Proficiency
- Malayalam Native or Bilingual Proficiency
- Tamil Communicating Proficiency
- Kannada Communicating Proficiency

INTERESTS

Travelling, Photography, Marketing