

# Kailash Praveen

Digital Marketing Manager / Social Media Marketer

## Profile

Experienced digital marketer and social media strategist with a proven track record in driving online success through creativity and data-driven strategies.

## Contact

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Al Nahda 2, Dubai, UAE

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## Personal Info.

Nationality: Indian

Date of Birth: 26 Aug 1999

Driving License: Valid UAE Driving License

Visa: Valid dependent visa.

## Education & Courses

BBA | Marketing, Jaipur National University, Jaipur, India.  
January 2017 – March 2020

IIDE Search Engine Optimization Certificate, IIDE  
August 2023

IIDE Digital Marketing Fundamentals Certificate, IIDE  
August 2023

Google Analytics Advanced Qualification Certificate  
October 2021

Google Analytics Individual Qualification Certificate  
September 2021

The Fundamentals of Digital Marketing by Google  
March 2021

## Work Experience

### Digital Avengers, Dubai, UAE.

Digital Marketing Specialist | July 2023 - Present

- › Social Media Management: Successfully managed multiple high-profile social media accounts, including All Terrain, Pekoe, Wingsters, LIWA, Mahameru, Pick Heat Eat, Local House Restaurant, and CALI-POKE, ensuring consistent engagement and growth.
- › Google Ads Expertise: Demonstrated expertise by directly working with company clients to manage their Google Ads Accounts, optimizing campaigns for maximum ROI.
- › Content Creation and Activation: Efficiently managed community engagement and interactions for clients, fostering positive brand interactions and customer relationships.
- › E-commerce Management: Successfully oversaw E-commerce platforms such as Noon and Amazon for clients, optimizing product listings and driving sales growth.
- › SEO Content Writing: Authored SEO-focused blogs, contributing to enhanced online visibility and search engine rankings for clients.
- › Client Communication: Maintained direct and effective communication with clients, ensuring clear discussions and campaign launch coordination.
- › Market Research: Conducted comprehensive market research to stay informed about emerging trends across diverse social media platforms and target audiences.
- › Client-Centric Approach: Collaborated closely with clients to align marketing strategies with their product positioning, consistently delivering ad copy that met their specific goals and ensured client satisfaction.
- › Collaborative Teamwork: Actively participated in cross-functional marketing team meetings, dedicating hours each week to brainstorming creative ideas and developing impactful brand campaigns.

### Habibi Dealz, UAE, Dubai, UAE.

Digital Marketer & E-Commerce Executive  
April 2021 – June 2023

### Publicis Sapient, Dubai, UAE.

Social Media Marketing Intern  
March 2020 – May 2020

### Sharaf DG, Dubai, UAE.

Salesman  
March 2019 – June 2019

### DoorTEC, Dubai, UAE.

Internet Marketing | Salesman  
February 2013 – March 2013

## Skills

Google Analytics | Google AdWords | Adobe Illustrator | Adobe Photoshop  
Adobe InDesign | WhatsApp Marketing.  
Adaptability | Communication Skills | Effective Team Management.  
Analytics and Reporting | ROI Optimization | SEM | Paid Advertising.  
Pursing Programmatic course (exam in Aug'24)