

Musa Abdalla

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Digital Marketing & Design Expert Specializing in Data-Driven Campaigns and Creative Visual Solutions

Professional Summary

Digital Marketing & Design Expert specializing in data-driven campaigns and creative visual solutions, with over 10 years of experience. Proven track record in increasing brand visibility by 30%, driving lead generation by 45%, and achieving a 60% ROI increase. Skilled in Google Ads optimization, SEO/SEM, CRM integration, and strategic content creation. Expertise in leveraging analytics, automation, and innovative marketing strategies to drive business growth and differentiation in competitive markets.

I excel in crafting compelling visual narratives and executing data-driven marketing strategies that consistently exceed objectives, offering immediate value to your organization.

Key Achievements

- Boosted LASIK lead generation by 45% using advanced data-driven Google Ads campaigns with API integration at Al-Sharif Eye Center.
- Improved campaign efficiency and tracking accuracy by 50% through API-driven automation at AL Yalayis Government Transactions Center, reducing manual workload by 30%.
- Increased social media engagement by 34% and website traffic by 87% through optimized Google Ads and SEO strategies.

- Enhanced brand visibility by 35% and optimized marketing spending by implementing data-driven strategies at AL Yalayis Government Transactions Center.
- Achieved a 70% increase in digital growth and maintained brand identity through content-driven campaigns at Adalat Dental Holding B.V DMCC.
- Directed branding efforts at Online Integrated Solutions DMCC, ensuring visual consistency across digital and print materials, leading to a 25% increase in customer engagement.

Core Competencies

- Real Estate Marketing & Strategy Development
- Digital Marketing & API Integration (Google Ads, CRM Systems)
- SEO/SEM & Multi-Channel Campaigns
- Automated Lead Nurturing & Conversion Optimization
- Competitive Market Analysis & Brand Positioning
- Data Analytics & A/B Testing
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)
- Python Programming, HTML, CSS, JavaScript
- Leadership, Project Management & Cross-Functional Collaboration

Professional Experience

Digital Marketing Consultant

Al-Sharif Eye Center, Dubai

July 2024 - Present

- Developed and executed data-driven Google Ads campaigns with API integration, increasing LASIK lead generation by 45% and improving overall conversion rates.
- Enhanced SEO/SEM strategies and CRM integration, achieving a 60% increase in conversion rates and boosting ROI.

Digital Marketing Expert

AL Yalays Government Transactions Center, Dubai

January 2024 - June 2024

- Led API-driven automation projects, improving campaign efficiency and tracking accuracy by 50%.
- Implemented comprehensive digital marketing strategies, including SEO, PPC, and social media, boosting brand visibility by 35%.

Senior Graphic Designer & Content Creator

Alerteqaa Digital Marketing Agency, Dubai

May 2023 - December 2023

- Engineered API systems for automated social media and ad management, increasing campaign consistency and efficiency by 40%.
- Created high-impact visual and written content, enhancing client engagement and retention by 30%.

Senior Graphic Designer & Online Marketer

Adalat Dental Holding B.V DMCC, Dubai

January 2022 - July 2023

- Developed and executed automated Google Ads and SEO strategies, increasing social media engagement by 34% and website traffic by 87%.
- Managed content-driven campaigns, achieving a 70% increase in digital growth and maintaining brand identity.

Senior Graphic Designer

Online Integrated Solutions DMCC, Dubai

January 2019 - September 2022

- Directed branding efforts, ensuring visual consistency across digital and print materials, leading to a 25% increase in customer engagement.

- Analyzed market trends and optimized SEO/SEM performance, improving search visibility by 25%.

Senior Graphic Designer & Video Editor

Konnice Electric, Dubai

March 2017 - June 2019

- Created engaging video content and visual assets, improving brand recognition by 50% and online traffic by 40%.
- Applied SEO strategies to video content, enhancing audience reach and search visibility.

Graphic Designer

DTC, Dubai

February 2015 - May 2017

- Designed and optimized user interfaces, increasing user engagement by 20% through improved usability and visual appeal.

Junior Graphic Designer Intern

Senow General Trading L.L.C, Khartoum

July 2013 - March 2014

- Enhanced branding for trade shows and billboards through large-format printing and digital photography, contributing to a 15% increase in event attendance.

Education

- **Bachelor of Fine & Applied Art in Graphic Design**

Sudan University of Science and Technology, Khartoum, Sudan

September 2008 - November 2012

- **Certification in Web Development**

Astrolabs Academy DMCC, Dubai

June 2021 - August 2021

- Specialized in HTML, CSS, JavaScript, Python, and React, with a focus on responsive design and API integration.

Driving License

- UAE Driving License

Languages

- Arabic – Native
- English – Fluent