

AFLAH USMAN VM

**DIGITAL MARKETING EXECUTIVE, SEO EXPERT,
SMM EXPERT, DESIGNING**



I am a dedicated digital marketer from Kerala, India, passionate about achieving results and fostering creativity. My expertise lies in paid advertising (Meta Ads and Google AdWords), social media strategy and execution, and SEO/SEM. Along with marketing, I have experience in website optimization through design and content creation. I also specialize in videography and video editing, creating engaging visuals that enhance brand presence. My mission is to maximize the effectiveness of every marketing campaign, combining strategic insights with creative execution.

Work Experience



Digital Marketer & Designer Medinova Medical Complex

—A leading medical center in Riyadh, Saudi Arabia.

December 2024 to May 2025.

- Managed social media content and design, enhancing online visibility and engagement for the medical center.
- Prepared animation videos to showcase detailed medical services, optimizing content for social media platforms.
- Designed creative banners, posters, and graphics to promote the medical center's services and events.
- Developed social media strategies and content calendars to support the medical center's online growth and patient engagement.
- Worked closely with the marketing team to ensure alignment between design and the center's overall brand strategy.



SEO Specialist

Air Best Cargo and Courier Services—Leading Cargo Services Provider in Dubai.

- Optimized on-page and off-page SEO to boost search engine visibility and organic traffic.
- Conducted keyword research and content optimization to improve rankings.
- Developed link-building strategies to enhance domain authority.
- Improved website structure and technical SEO for a better user experience.
- Monitored and analyzed performance using SEO tools for continuous optimization.

Contact Info

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- Riyadh, Saudi Arabia
(with valid transferable iqama)

Relevant Skills

- Search Engine Optimization
- Social Media Management
- Web Content Writing
- Website Creation
- Google Analytics
- Email Marketing
- Google Ads
- Quora Marketing
- Meta Ads
- Graphic Design



Work Experience



Digital Marketing Specialist

Quadcubes—A Premier Digital Marketing Agency & Leading Provider of Digital Marketing Services in Kerala.

- Managed and optimized ad campaigns, including Google Ads, to achieve client marketing goals and maximize ROI.
- Developed data-driven marketing strategies to enhance campaign performance and audience targeting.
- Created SEO-optimized content to improve search engine rankings and drive organic traffic for client websites.
- Designed and developed responsive, user-friendly websites tailored to client needs and business objectives.
- Implemented on-page and technical SEO strategies to enhance website visibility and performance.



Content Creator & Social Media Marketer

Cinewok Media—Celebrity Interview & Movie Promotion Channel

- Created engaging content for Cinewok's YouTube channels, increasing audience engagement and viewership.
- Organized and conducted celebrity interviews, managing content planning, scheduling, and execution.
- Developed and curated social media content to promote upcoming movies and celebrity interviews.
- Implemented content strategies to enhance brand visibility and drive audience growth.
- Coordinated with production teams to ensure high-quality and relevant content aligned with movie promotions.



Lead Generator & Ad Campaign Manager

Avodha Edu Tech—Online Learning Platform

- Managed lead generation campaigns to attract potential students for Avodha's courses.
- Created and edited customer review videos to enhance credibility and drive enrollments.
- Developed and optimized ad campaigns to boost course visibility and engagement.
- Addressed student queries related to digital marketing courses, improving learning experiences.
- Designed social media posters and content strategies to increase brand awareness and student engagement.

Languages

- English
- Malayalam
- Hindi
- Tamil

Skills

- Product photography
- Videography
- Team work
- Communication

Used Tools

- Google Keyword planner
- Yoast tool for SEO
- Mailchimp
- Adobe Illustrator
- Adobe Premiere pro
- Davinci resolve
- WordPress
- WIX platform
- Google analytics
- ADS manager



Freelance Word



Freelance Social Media Marketer, Videographer & Product Photographer

Pockets Store: *A Clothing Retailer*

- Produced and posted engaging product videos and handled videography for social media platforms to increase brand visibility and sales.
- Managed Meta Ads campaigns to drive traffic, enhance brand awareness, and boost sales for the clothing store.
- Conducted professional product photography to showcase clothing items in a visually appealing manner for social media promotion.
- Collaborated with the store team to develop marketing strategies for effective online promotions.

Certifications

- Hubspot
- Semrush
- Google Digital Garage
- Microsoft Word
- Microsoft Excel



Freelance Product Photographer

Hijab Brand: *A fashion brand specializing in premium-quality hijabs*

- Captured high-quality, creatively styled product photos to align with brand aesthetics and client requirements.
- Enhanced the visual appeal of hijab products through professional photography techniques.
- Ensured brand consistency by maintaining a cohesive look across all product images.
- Collaborated with clients to understand their vision and deliver visually compelling content for marketing and sales.

Education History



Bachelor of commerce university of Calicut, India 2021

Institution: JDT Arts and Science College

- B.com (Co-operation)

