

MOHAMED IBRAHIM KHAN

Mail: kimofficialmik@gmail.com

Linkedin: www.linkedin.com/in/mikdxb

Portfolio: <https://www.mikdigital.online>

Contact: +971506102836

EXECUTIVE SUMMARY

Performance-driven Digital Marketing Specialist with 3+ years of experience across UAE and Australian markets in education, entertainment, and service-based industries. Skilled in Meta Ads, Google Ads, SEO, CRM automation, GA4 reporting, and conversion-focused **lead generation**. Managed **AED 462K+** in ad spend, generated **14,000+** qualified leads, and supported regional customer acquisition and enrollment growth initiatives.

SKILLS

• Google Ads & Meta Ads Manager • Google Analytics (GA4) & GTM • SEMrush & Yoast SEO • Zoho Bigin CRM & Automation • WordPress & Landing Page Optimization • Mailchimp & Email Marketing • Canva & Creative Ad Design • PPC Campaign Management • Lead Generation & Funnel Optimization • SEO/SEM & Keyword Research • Display, Search & Remarketing Ads • A/B Testing & Conversion Optimization • Performance Analysis & ROI Tracking • Social Media Marketing • Audience Targeting & Retargeting • Campaign Reporting & KPI Monitoring • CRM Management & Sales Coordination • Digital Marketing Strategy & Execution

WORK EXPERIENCE

JAZZROCKERS INC Dubai, UAE - Freelance Digital Marketing Specialist Mar 2025 – Jan 2026

- Managed full-funnel digital strategy across **3–4 brands** covering **Meta, Google, TikTok** Ads, SEO, and email marketing across UAE & Australia.
- Managed **AED 462K+** ad spend generating **14,000+** qualified leads at **~AED 33 CPL** while maintaining **2.1x ROAS**.
- Generated **200–300** new student admissions monthly through multi-channel lead generation initiatives.
- Scaled acquisition to **600–700** customers monthly while supporting **AED 60K–100K** monthly revenue growth.

Digital Marketing Specialist Dec 2022 – Feb 2025

- Led regional performance marketing initiatives across Search, Display, YouTube, and Meta platforms for **UAE & Australia markets**.
- Executed Meta acquisition strategies generating **141K+** conversations while optimizing CPM, CTR, and lead quality metrics.
- Increased company revenue by **6%** through PPC, SEO, funnel optimization, and remarketing strategies.
- Developed Zoho Bigin CRM workflows and trained **7+ sales team** members on lead tracking and pipeline management.
- Collaborated with leadership, sales, and creative teams to align marketing performance with customer acquisition goals.
- Secured first-page Google rankings for competitive UAE keywords and managed **20+** Google Business Profiles.

ORIENTE STAR TRADING LLC | Dubai, UAE - ECom Executive Jan 2022 – Dec 2022

- Launched and managed the company WordPress website, achieving first-page rankings for **20+** targeted keywords and increasing organic traffic by **45%** within 3 months.
- Implemented SEO, SEM, and Google Tag Manager integrations, improving tracking accuracy and campaign performance visibility. **Meta and Google Ads campaigns**, exceeding outreach targets and improving digital brand visibility across multiple channels.

PROJECT EXPERIENCE - REGIONAL MARKET EXPANSION (JAZZROCKERS GLOBAL)

- Worked as a one-person marketing team supporting Jazzrockers Inc.'s Australia market expansion initiatives.
- Managed digital acquisition across 3 brands including PPC, SEO, email automation, social media marketing, CRM workflows, and landing page optimization.
- Generated **6,000+** qualified leads across UAE & Australia, contributing to customer acquisition and regional business growth.
- Supported the founder's Australia expansion efforts through performance marketing, campaign scalability, and lead generation systems.
- Coordinated directly with leadership on campaign reporting, optimization strategies, and multi-channel growth initiatives.