

SUHAIL K M

Digital Marketing Executive

Google Ads | Meta Ads | SEO | GA4 | GTM | WordPress | Lead Generation

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PROFILE SUMMARY

UAE-based Digital Marketing Executive with a strong web development background and hands-on experience in Google Ads, Meta Ads, SEO, WordPress, E-commerce, WooCommerce, Shopify, GA4, and Google Tag Manager. Experienced in planning and optimizing paid advertising campaigns, improving website performance, implementing analytics tracking, and increasing lead generation for UAE businesses. Passionate about using data-driven marketing strategies to improve ROI, customer acquisition, and business growth.

CORE SKILLS

- Performance Marketing:** Google Ads (Search, Display, Performance Max), Meta Ads, Lead Generation, Campaign Optimization, Conversion Rate Optimization (CRO), Remarketing.
- SEO, Website & E-commerce:** Keyword Research, On-page SEO, Technical SEO, Local SEO, Google Search Console, WordPress, WooCommerce, Shopify, Landing Page Optimization.
- Analytics & Reporting:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Conversion Tracking, Campaign Performance Analysis, UTM Tracking.
- Content & Social Media:** Canva, Figma, CapCut, Adobe Photoshop (Basic), Social Media Management & Content Creation, Meta Business Suite.
- AI & Business Tools:** ChatGPT, Gemini, Canva AI, Excel, PowerPoint, Word, Google Workspace.

PROFESSIONAL EXPERIENCE

BSpoke Design Services – Dubai, UAE

Jan 2026 - Present

Digital Marketing Executive

- Managed and optimized Google Ads and Meta Ads campaigns across multiple UAE clients, generating qualified leads through campaign optimization and performance analysis.
- Developed and managed WordPress, WooCommerce, and Shopify e-commerce websites, optimizing product pages, landing pages, SEO, user experience, and conversions.
- Implemented Google Analytics 4 (GA4) and Google Tag Manager (GTM) to track conversions, analyze user behavior, and measure campaign effectiveness.
- Conducted keyword research, implemented on-page SEO, and optimized Google Business Profile (GBP) to improve local search visibility and customer enquiries.
- Designed high-converting social media creatives, promotional banners, and marketing assets using Canva to support paid and organic campaigns.
- Managed email campaigns using Mailchimp and MailerCloud, analyzing engagement and performance to improve lead generation and conversions.

UST Global (UST) - Kochi, India

Sep 2021 - Dec 2025

Software Developer

- Built and optimized landing pages and user journeys supporting digital marketing campaigns.
- Enhanced website performance and responsiveness, reducing page load times by approximately 20–30%.
- Implemented GA4, Google Tag Manager (GTM), and analytics tracking while collaborating with cross-functional teams to enhance website SEO, usability, and campaign performance.

CDA Academy - Calicut, India

Oct 2025 - Jan 2026

Digital Marketing Intern

- Assisted in Google Ads, Meta Ads, SEO, GA4/GTM implementation, website updates, and campaign performance analysis and reporting.

SELECTED PROJECTS & CLIENT WORK

AI Khaleej Farm – E-Commerce & Digital Marketing | [View Website](#)

- Managed WooCommerce e-commerce operations, including product pages, SEO, social media marketing, promotions, website content, Google Ads, and analytics.

SEO-Optimized Portfolio Website (WordPress) | [View Website](#)

- Developed an SEO-friendly WordPress portfolio website implementing metadata, schema markup, and Core Web Vitals best practices to improve search visibility.

7K Marketing Consultants – Website & SEO | [View Website](#)

- Developed a WordPress website with basic on-page SEO and content optimization.

Endowbiz Business Services – Social Media, Landing Pages & Google Ads

- Developed service landing pages for Google Search Ads and managed social media content, publishing, and Google Ads campaigns.

EDUCATION

Certificate in Digital Marketing

Oct 2025 - Jan 2026

CDA Academy - Calicut, India.

Bachelor of Technology (Honours) - Computer Science

2017 - 2021

APJ Abdul Kalam Technological University - Kochi, India.

CERTIFICATIONS

Google Ads (Search, Display & Video) | Google Analytics | SEO Essentials (Semrush) | Content Marketing (HubSpot) | AI-Powered Performance Ads (Google)

PERSONAL DETAILS

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| • Current Location: Dubai, UAE | • Work Preference: On-site / Hybrid |
| • Availability: Immediate | • Willing to travel across UAE |