
ALFA SAKKEER HUSSAIN

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PROFESSIONAL SUMMARY

Digital Marketing Expert in Dubai with practical experience, including a Digital Marketing Internship at **Burj Buzz Creative Marketing in Dubai**. I know how to manage SEO, SEM, Google Ads, and Meta Ads campaigns, as well as how to build SEO-friendly websites with WordPress. With experience in Google Analytics, performance optimization, and data-driven strategies, I can help improve online visibility, user engagement, and conversion rates. Proven ability to deliver end-to-end digital solutions by combining technical development and digital marketing skills to boost business growth that can be measured.

CORE SKILLS

- Search Engine Optimization (SEO)
- Performance Marketing & Paid Campaigns
- Google Ads & PPC Management
- Website Design & UI/UX
- Content Creation & Optimization
- WordPress Website Development
- Analytics & Reporting (GA4, Tag Manager)
- Campaign Optimization
- Lead Generation & Conversion Optimization
- Keyword Research & Competitor Analysis
- Social Media Marketing (Meta Ads)
- E-commerce & WooCommerce Management

PROFESSIONAL EXPERIENCE

Digital Marketing Intern, 04/2026 - Present

Burj Buzz Creative Marketing - Dubai, UAE

- Completed keyword research and competitor analysis to support SEO strategy and campaign optimization.
- Measured website and campaign performance using Google Analytics and Google Search Console and resolved website issues.
- Designed and managed Google Ads campaigns by controlling budget, targeting audience, and improving ad quality score.
- Created targeted ads and landing pages for different audiences, increasing click-through rate and reducing bounce rate.
- Generated weekly and monthly performance reports to analyze marketing results and improve campaign effectiveness.

EDUCATION

Digital Marketing — Professional Certification Course

Skillmount Academy (KHDA Certified) | Dubai, UAE | Nov 2025 – Present

- Completed hands-on training in SEO, SMM, Meta Ads, Google Ads, Email Marketing, Web Design, and Shopify
- Recognised as Best Performer in Meta Ads and Dropshipping/Shopify

Higher Secondary Education : Science

CERTIFICATIONS & TRAINING

- KHDA Certified Digital Marketing Training - Skillmount, Dubai (Nov 2025 - Present).
- SEO Certification - Local SEO Essentials with Semrush.
- Content Marketing Certification - HubSpot Academy.
- Google Ads Video Certification.
- Google Analytics Certification.

PROJECTS

Personal Portfolio Website – Built and optimized a WordPress portfolio with SEO.

(**Portfolio** : <https://alfasakeer.com/>).

ACHIEVEMENTS

- Best Performer in Meta Ads at SkillMount.
- Best Performer in Dropshipping and Shopify.

ADDITIONAL SKILLS

Nationality: Indian

Visa Status: Permanent Visa

Languages: English, Malayalam