



ABDIFATAH FAISAL

Digital Marketing Specialist

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Objective

Dynamic and results-driven sales and marketing professional with over 4 years of experience in developing and executing successful strategies to drive business growth. Seeking to leverage proven skills in lead generation, relationship management, and strategic planning to contribute to the success of a progressive organization.

Employment

Marketing Manager Apr 2021 – Apr 2023

Hargeisa Anime Centre, Hargeisa

Develop and implement strategic sales and marketing plans to achieve revenue targets.

- Identify and capitalize on new business opportunities through market research and analysis.
- Manage and motivate sales team to exceed sales targets and KPIs.
- Build and ma

Sales Representatives Oct 2023 – Dec 2023

Ecom-Management, Hargeisa

Generated leads through cold calling, networking, and referrals. • Conducted product demonstrations and presentations to prospective clients.

- Negotiated and closed sales contracts, achieving 120% of sales targets.
- Provided ongoing customer support and resolved issues to ensure customer satisfaction.

Education

Bachelor Degree in Information Technology Nov 2022 – Present

UOH, Hargeisa

Digital Marketing And E-Commerce Oct 2022 – Feb 2023

Coursera, Hargeisa

Digital Marketing Jun 2023 – Feb 2024

Hargabits, Hargeisa

Personal details

Gender

Male

Nationality

Somalilander

Civil status

Unmarried

LinkedIn

Abdifatah Faisal

Skills

Strong communication and interpersonal skills

Proven track record of sales success

Strategic thinker with excellent problem-solving abilities

Proficient in Microsoft Office Suite and CRM software

Languages

English

Arabic

Spanish

Somali

I consent to the processing of my personal data for the purpose of recruitment for the position to which I am applying.

Internships

Marketing Intern

Jan 2024 - Mar 2024

Culuum Academy, Hargeisa

Assisted in developing and implementing digital marketing strategies for various clients.

- Managed social media accounts and created engaging content to increase brand visibility.
- Conducted market research and analyzed data to identify trends and opportunities.
- Assisted in the creation and management of email marketing campaigns.
- Monitored and reported on the performance of digital marketing campaigns.

Seo Intern

Apr 2023 - Nov 2023

Digital Boost, Hargeisa

Assisted in optimizing website content for search engines to improve organic search rankings.

- Conducted keyword research and analysis to identify opportunities for optimization.
- Collaborated with the content team to implement SEO best practices.
- Monitored website performance using tools like Google Analytics and SEMrush.
- Prepared reports on SEO performance and provided recommendations for improvement.

Certificates

Professional Digital Marketing and E-commerce Certificate

Feb 2023

Digital Marketing

Feb 2024

References

References available upon request.

Hargeisa

Abdifatah

Qualities

- Self-motivated and driven to achieve goals
- Excellent leadership and team management skills
- Creative thinker with a passion for innovation
- Strong analytical skills and attention to detail
- Adaptability to thrive in fast-paced environments