

Tariq Ahmed

Digital Marketing Specialist

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📍 Abu Dhabi- AlKhalidyah

EXECUTIVE SUMMARY

Results-driven Product Data Analyst with a strong background in digital marketing, data-driven decision-making, and performance optimization. Experienced in collecting, analyzing, and interpreting complex datasets to enhance product offerings and improve customer engagement. Adept at working with cross-functional teams, defining key performance indicators (KPIs), and delivering actionable insights to stakeholders. Proficient in ensuring data accuracy, maintaining robust data pipelines, and utilizing analytical tools to track product success. Passionate about leveraging data to drive strategic business decisions and enhance user experience.

WORK EXPERIENCE

Digital Marketing Executive (Project-Based) | Accura Aesthetic, Abu Dhabi

August 2024 – October 2024

- Led digital marketing initiatives, analyzing customer behavior to enhance campaign performance.
- Provided insights on user engagement and conversion rates to optimize marketing efforts.

Digital Marketing Executive | LG Electronics (Digitech)

September 2022 – January 2024

- Collected, processed, and analyzed marketing and product data to track user engagement and campaign effectiveness.
- Defined and monitored key performance indicators (KPIs) to measure product performance and customer interactions.
- Collaborated with product managers, designers, and developers to enhance data-driven decision-making.
- Designed and delivered reports with actionable insights, improving marketing strategies and optimizing user experience.
- Ensured data accuracy, integrity, and consistency across multiple digital platforms.
- Provided recommendations based on data analysis to optimize product offerings and user engagement.

Sales and Marketing Officer | Tara Sports Center

April 2019 – August 2022

- Managed sales and marketing campaigns, leveraging data insights to improve customer acquisition and retention.
- Conducted competitor analysis and market research to identify trends and opportunities.
- Developed reports to evaluate marketing efforts and improve business strategies.

EDUCATION AND CERTIFICATIONS

- Bachelor's degree in Information Technology - Canadian Sudanese College December 2018
- Product Ideation and Management – Coursera
- IBM Data Science Certificate (To be completed soon)
- Google Digital Marketing Professional – Google

SKILLS AND TOOLS

- Data Analysis & Visualization (Excel, PowerBI, SQL)
- Product Performance Analysis
- KPI Tracking & Reporting
- Market & Customer Behavior Analysis
- A/B Testing & Experimentation
- Cross-functional Collaboration
- Data-driven Decision Making