

# ADARSH SHAJI

## Digital Marketing Executive

### CONTACT

**Phone:** +971 528 526 889  
**Email:** adarshshaji8907@gmail.com

**Address:** Al Karama, Dubai, UAE

### CAREER OBJECTIVE

Innovative and result-driven Digital Marketing Executive with 3+ years of experience in social media management, brand awareness, and content creation. Skilled in developing effective marketing strategies, analyzing campaign performance, and building strong online communities to drive engagement and sales.

### PROFESSIONAL EXPERIENCE

#### Elgrafico Ads |Advertisement & Marketing Agency – Kerala, India | 2024– 2025 Digital Marketing Executive

- Managed and optimized social media platforms.
- Created and scheduled brand-aligned visual and written content.
- Monitored analytics to refine campaign performance.
- Conducted competitor analysis and identified trending strategies.

#### Safari Goup Of Companies – Sharjah, UAE | 2022–2024 Digital Marketing Executive

- Managed and optimized social media platforms.
- Developed digital strategies to promote company products and services.
- Coordinated influencer marketing and audience engagement.
- Analyzed metrics to enhance reach, engagement, and ROI.
- Collaborated with creative teams to maintain consistent brand identity.

### EDUCATION

#### Advanced Training Course in Digital Marketing.

Skillmount Management Training Center, Dubai | 2025

#### Certificate course|Non-Linear Editing & Coloring.

Chetana Media Institute –Kerala | 2021.

#### 2017 Higher secondary education|kerala state.

NSS HSS Kalpetta –Kerala, India | 2017.

### SKILLS

- Social Media Marketing | Campaign Strategy | Content Creation.
- Meta Ads Manager | Campaign Planning | Audience Targeting.
- Analytics & Reporting | Influencer Coordination | Brand Development.
- Adobe Photoshop, Illustrator, Premiere Pro, Lightroom, Cap Cut, Canva.
- MS Office Suite (Word, Excel, PowerPoint, Outlook).

### LANGUAGES

English | Malayalam

### PERSONAL DETAILS

Passport Number: U7166225

Visa Status: Visit Visa

Expiry Date: 30/11/2025