



# WELCOME!

Let's have a look at my  
— Career —  
Recapitulation

PERSONAL WEBSITE

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**SREEKUMAR**

www.ppcadspro.com  
sreeweb1@gmail.com  
**009 71 52 235 7078**

## **DIGITAL MARKETING SPECIALIST**

**A**

competent and committed Digital Marketing Specialist who highly focused on comprehensive Marketing trends & keeps updating the knowledge in Online marketing platforms such as Google Ads, Social Media Ad, Social Media Marketing, Email Marketing, Google Analytics, SEO, Web Design, Maintain Website CMS, & Graphic Design/Digital Contents, etc.



## EXPERIENCE

### Yaryor Marketing & Advertising

Google & Social Media Ad (PPC) specialist

**Freelancer**

Sept 2019 to Present

[www.yaryor.com](http://www.yaryor.com)



### Tablix Technology LLC | Dubai

Digital Marketing Executive

Aug 2017 to March 2019

[www.tablix.ae](http://www.tablix.ae)



### Western International LLC | Dubai

Digital Marketing & Web Graphic Designer

April 2015 to July 2016

[www.westerninternationalllc.com](http://www.westerninternationalllc.com)

#### Brands

- **GEEPAS** Consumer Electronics

[www.geepas.com](http://www.geepas.com)



- **ROYALFORD** Kitchen Appliances

[www.royalford.ae](http://www.royalford.ae)



- **OLSENMARK** Consumer Electronics

[www.olsenmark.com](http://www.olsenmark.com)



- **CLARKFORD** Consumer Electronics

[www.clarkford.co](http://www.clarkford.co)



### Attez Technologies Pvt. Ltd | India

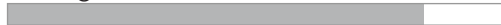
Front-end Web Developer

April 2012 to January 2015

[www.attez.com](http://www.attez.com)

## DIGITAL MARKETING

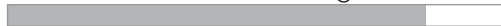
Google Ads



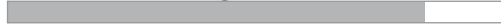
Social Media Advertisement



Social Media Marketing



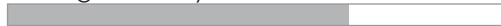
Email Marketing



SEO

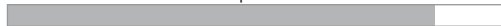


Google Analytics



## GRAPHIC DESIGNING

Adobe Photoshop



Illustrator

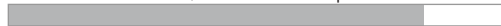


## WEB DESIGNING

HTML / HTML 5



CSS / CSS3 / Bootstrap



jQuery



WordPress



## ACADEMIC

● Bachelor in Computer Science

● Higher Secondary

## CERTIFICATIONS



Google  
Search Ads



Google  
Display Ads



Google  
Video Ads



Google  
Analytics



Google  
Ads  
Measurement

Google  
Digital Garage

Google  
Digital Garage

HubSpot

Inbound  
Marketing

HubSpot

Social Media  
Strategy

HubSpot

Email  
Marketing



## WORK DETAILS

Yaryor Marketing & Advertising

### Responsibilities

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Planning and executing PPC campaigns for both Google and Social Media based on the client's business category and targeted audience interest and the platform they are most engaged in on the internet.

Managing the PPC campaigns including the strategy, implementation, and analysis of ad performance

- Creating complete advertising strategies based on clients Marketing goals
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search by client goals.
- Recommending the high converting channels and media for the clients based on budget & Implement successful bidding strategies
- Create and optimize landing pages to increase quality score
- Depend on client budget and marketing objectives, dividing the total budget throughout all ads platforms
- Optimize bidding at the keyword, placement, device, geographic, demographic, and other levels
- Create, categorize, and refine keyword lists to create a comprehensive campaign that drives qualified visitors to client sites
- Researching to create a better audience segment (Audience targeting)
- Devise and implement effective A/B tests to optimize conversion rates
- Setting up analytics and all conversion tracking through Google Tag Manager
- Creating ROI reports for clients (some are weekly, bi-weekly, and others are monthly).
- Writing Ad copy and digital ads contents
- Monitor and administer web analytics dashboards, reports, and point out key areas of importance per client goals.



## WORK DETAILS

Tablix Smart Technologies

### Responsibilities

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As a Digital Marketing Executive, Focusing B2B Marketing zone for Tablix Technology LLC. Building a solid online presence in the market, keep connecting colleagues with the regular Email campaign, building solution awareness, Social Media Marketing, Content Marketing, SEO, updating Website CMS, Publishing blogs & designing for both Graphic & Digital Media, etc.

- Handled all marketing activities alone for the company
- Weekly eMail marketing for all company services
- Social Media marketing
- Regularly create posts & publishing to all social media channels
- Creating both text and visual content for eMail Newsletters
- Keep maintaining company website CMS
- Designing visual content for presentations
- Graphic Design for both print and digital media

## WORK DETAILS

Western International LLC

### Responsibilities

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Worked under Western International LLC for Six corporate brands which are the leading brands all around the GCC. The main brands are GEEPAS, Royalford, Clarkford, Olsenmark, etc. The key engaged area were Social Media Marketing(Ad), Search Engine Optimization, Email Marketing, Maintaining all brands Websites & regular update CMS, Graphic Designing, Front end Development

- Contributed a key role in a huge & productive marketing team
- Contribute unique ideas for strategic marketing initiatives for Digital media
- Consistent Social Media Advertisement
- Social Media Ads for Facebook, Instagram, and YouTube
- Social Media Marketing for all brands under the group
- Planning and executing Social Media campaigns
- Monthly basis Social Media Analytics



- Social Media Marketing for all brands under the group
- Planning and executing Social Media campaigns
- Monthly basis Social Media Analytics
- Google Analytics for all brand websites
- Brands website update for four brands regular basis
- Digital content & Graphic Design for brands Social Media channels
- Front-end Development for websites

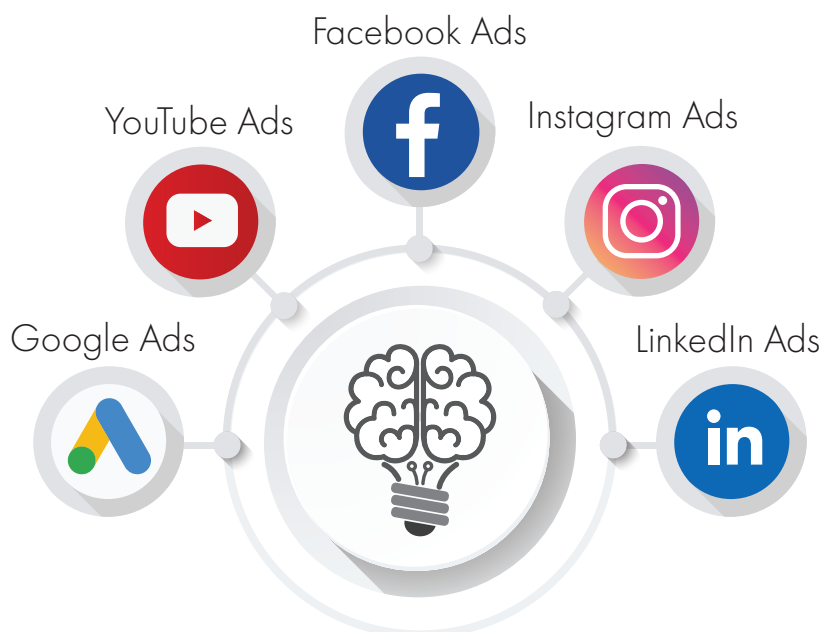
## WORK DETAILS

Attez Technologies Pvt. Ltd

### Responsibilities

Worked as a Web Designer at Attez Technologies Pvt Ltd in India for three years. According to the client requirement & Expectations, I used to create from wireframe to proper front-end development for websites.

### Favorite Advertisement Platforms



**Social Media Marketing**

**Digital Content Design**

What else I focused on in Digital Marketing

**Email Marketing**

**Web Designing & WebMaster**



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Social Media Posts



Email Newsletters



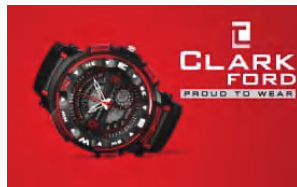
Presentation Sliders



Other

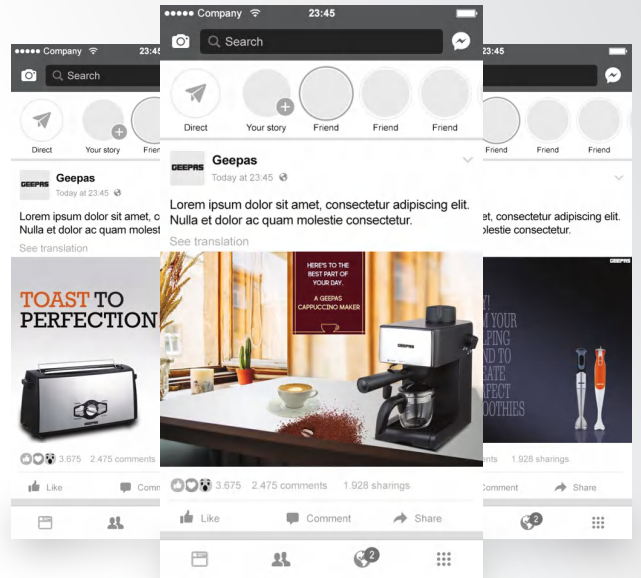
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# GEEPAS

THE BRAND, WHERE I COULD  
WORK WITH THE AWESOME  
MARCOM TEAM & SPEND MY  
CAREER BEST TIME FOR  
SOCIAL MEDIA MARKETING



I got a life-changing chance to prove my talent in a well-established Marketing team as a Web Designer. I enjoyed work for Western International LLC, the group operating more than seven brands in the middle east market. Actually, my Digital Marketing journey starts from one of favorite brand Geepas Consumer Electronics.

Geepas is one of the leading consumer electronics brands in the Middleast region with more than 1500 products for the last three decades.



Worked for many brands & its Social media channels under Western International LLC. Regularly done Social Media Ads campaigns and Social Media contests especially for Facebook & Instagram

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## Other Social Media channels I worked under Western international llc



Clarkford



Royalford



Olsenmark





# EMAIL NEWSLETTERS FOR TABLIX

For the B2B Marketing, Email campaign plays a significant role to engage with our valuable clients. For the Email Marketing strategy, shooting four Email Newsletters in a month and analyzing the campaign analytics reports to reporting manager. Also, getting feedback from the sales department then planing appropriate further strategies with the sales manager.

**INCREASE STORE SAFETY, EFFICIENCY AND PROFITABILITY**

Ensure that your store technology can minimize loss and protect people and assets. As important, find opportunities to increase revenues and enhance customer experiences in real time. Join the thousands of retailers around the world addressing these challenges with today's intelligent solutions for video surveillance, physical access control and audio systems.

**HOW CAN YOU GET MORE OUT OF YOUR STORE?**

- Loss prevention:** Combat inventory shrinkage, point-of-sale fraud, shoplifting and theft
- Store optimization:** Convert more in-store sales opportunities & enhance customer experience by improving store layouts, staff planning, and targeted
- Safety & security:** Maintain a safe, secure environment for your customers and staff

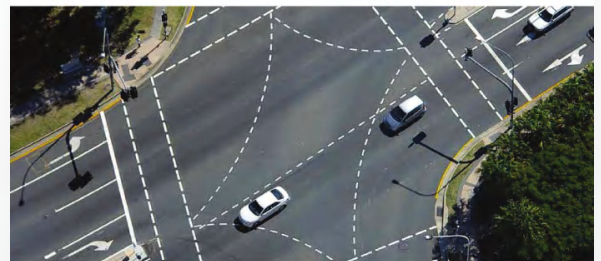
# WHAT MAKES ME DIFFERENT IN CREATING A EMAIL NEWSLETTER

To create an Email Newsletter, I could start from scratch such as creating/design the layout & converting the design into Html. What pointing all these, I could create a newsletter without any default template or any other third-parties layout format.

**COMPLETE SOLUTION FOR ROAD TRAFFIC VIDEO SURVEILLANCE**

- Automatic incident detection (AID)
- Data Collection
- License plate recognition (LPR)
- Smoke detection

The Technology mainly focused on Road Traffic video surveillance in any weather conditions or whether with extreme low lights at night. In order to keep the traffic moving as smooth as possible, you constantly need the very latest information at hand. We are providing the solutions for traffic-related challenges such as traffic congestion, weather conditions influencing traffic safety, car accidents, and behavior related issues, such as reckless driving, speeding, tailgating, road rage.



## KEY FEATURES

- DATA COLLECTION**  
Instead of using induction loops,
- AUTOMATIC INCIDENT DETECTION (AID)**  
A perfect complement to existing
- SMOKE DETECTION**

**Safe hospitals are smart hospitals. Isn't it?**

**WOULD YOU LIKE MAKE IT MORE SECURE?**

Workplace violence is declining nationally, so why is it increasing in healthcare facilities? Each year, there are fewer and fewer reported nonfatal workplace incidents and homicides, according to a report published by the Bureau of Justice Statistics. However, Advisory Board reported that 75 percent of all workplace assaults happen in healthcare facilities. Some risk factors include:

**THE UNUSUAL TREND IN HEALTHCARE FACILITY WORKPLACE VIOLENCE**

- Long waits for medical services escalates aggression
- Free movement in healthcare settings increasing need for security protocols
- Work aggression training on the rise

**STARTED OUR FIRST DUBAI OPERATIONS IN OCTOBER 2006**



Headquartered in Dubai, with branches in Bahrain and Oman

Tablix is a leading Design & Engineering house focused on Integrated Technology Solutions

We have grown from a 2 member company to a mid-size organization with 100+ highly resourceful team

Dedicated support team with 25+ engineers trained on multiple ELV/Security Systems.

We currently serve 30+ large enterprise customers in UAE

Strong focus on Security systems

Ranked 87th & 89th in 2015|2013 amongst the Dubai SME top 100 companies

**PRESENTATION FILES**

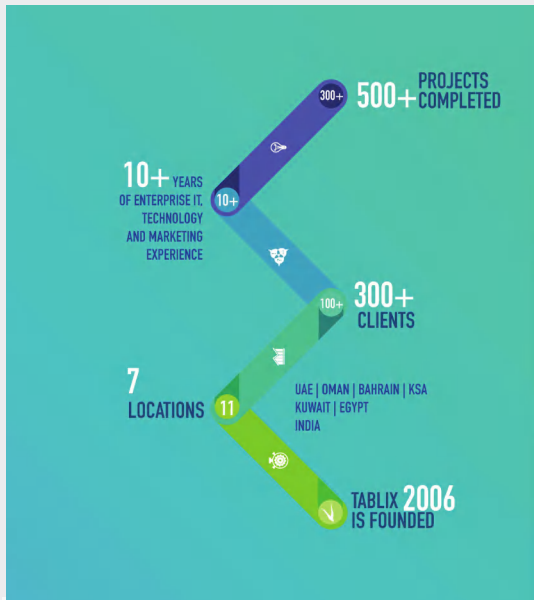
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Vehicle counts increases as traffic Builds up due to road accident

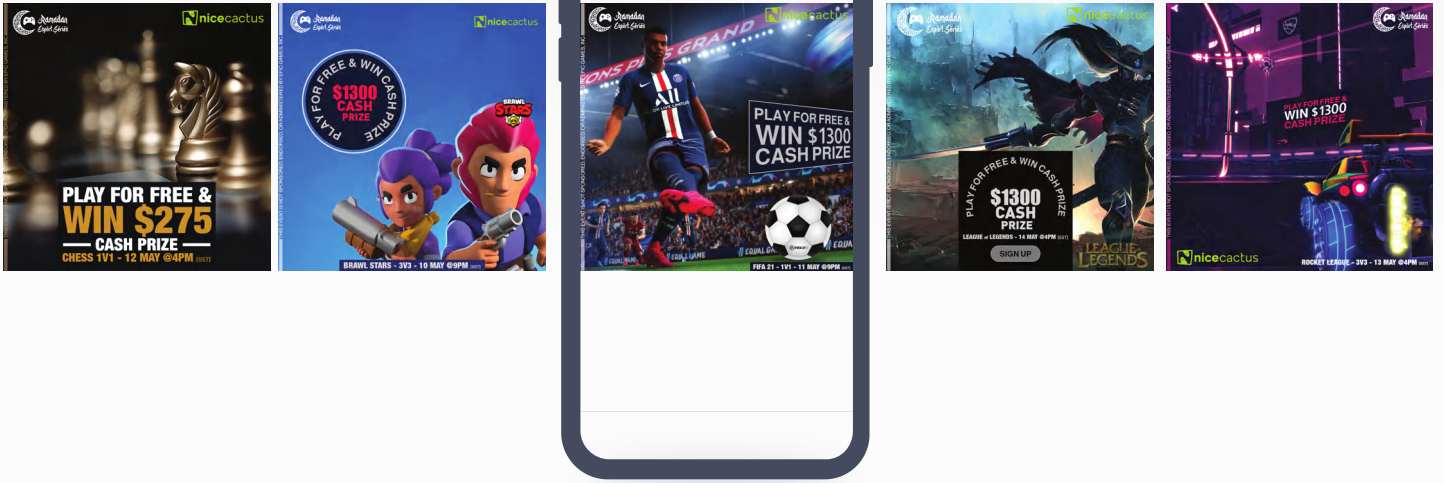
City Transport

Overview of normal traffic condition



A **DESIGN** AND **ENGINEERING** HOUSE FOCUSED ON **INTEGRATED TECHNOLOGY SOLUTIONS** ACROSS THE **GCC** AND **ASIA** SUBCONTINENT

# GOOGLE DISPLAY ADS BANNERS



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Google Ads is one of my favorite Digital Marketing KPIs that I have been working for a while. I could work for all major Google Ads campaign types such as Search, Display, Video (YouTube), etc. For the Display Ads & I would design all banners and other digital content. You would see some of the banners on the above "read more" button.

## PERSONAL WEBSITE

[www.ppcadspro.com](http://www.ppcadspro.com)

THANK YOU!

