

FAKIR MASOOD K

DIGITAL MARKETER | SOCIAL MEDIA SPECIALIST | DESIGNER

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🌐 LinkedIn 📁 Portfolio

PROFILE SUMMARY

Results-driven Digital Marketer with hands-on experience in performance marketing, content strategy, and growth-focused campaigns. Skilled in Meta Ads, Google Ads, TikTok Ads, Snapchat Ads, SEO, email marketing, and social media management. Experienced in planning and executing data-driven campaigns that increase brand visibility, engagement, and lead generation. Strong creative background in design and technology, enabling the delivery of visually compelling and conversion-focused marketing solutions.

WORK EXPERIENCE

Social Media Specialist , <i>Kief consultancy & technology</i>	01/2026 – Present Abu Dhabi
- Developed engaging content for diverse digital platforms to boost brand visibility. - Executed social media marketing campaigns(meta ads, google ads, tiktok ads) - Managed social media accounts, improving reach and growing followerships.	
Digital Marketing Intern , <i>Epic Ventures, Dubai</i>	11/2025 – 04/2026 Dubai
- Supported digital marketing strategy planning and execution - Worked on Meta Ads, Google Ads, SEO, and content creation - Assisted in campaign optimization and performance tracking - Monitored campaign performance and supported reporting & analysis	
3D Designer , <i>In & Out Advertising LLC, Abu Dhabi</i>	2024 – 2026 Musaffah, Abu Dhabi
- Designed exhibition booths, signage, and product displays for multiple projects - Worked on interior, exterior, and fit-out design projects with 3D visualization - Collaborated with clients to deliver creative advertising and design solutions	
Freelance Digital Marketer , <i>Glowell Education Centre, Kerala</i>	2024 – 2026 Kerala
- Running Meta (Facebook/Instagram) advertising campaigns - Creating content and managing social media accounts - Supporting brand growth and lead generation	
Interior Designer , <i>Ardor Design Studio, Kerala</i>	2023 – 2024 Kerala, India
- Designed interiors for banks, commercial buildings, and homes - Created detailed layouts, plans, and 3D concepts - Ensured functional, aesthetic, and client-focused designs - Supervised interior work for commercial and structural projects	
Social Media Manager , <i>@Shoezo_</i>	2022 – 2023 Kerala, India
- Created, edited, and posted social media videos - Managed social media accounts and audience engagement - Handled customer inquiries and closed sales through DMs - Coordinated with store team to promote products, offers, & new arrivals	

EDUCATION

Diploma in Digital Marketing , <i>SKILLMOUNT ACADEMY</i>	2025 – 2026 Dubai
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Bachelor of Business Administration, Asian International University

2023 – 2025

India

Diploma in Architectural Design, CADD CENTRE

2021 – 2022

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SOFTWARES&SKILLS

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|---------------|-----------------------|
| • Meta ads | • Marketing |
| • Google Ads | • Designing |
| • WordPress | • Website Development |
| • Shopify | • SEO |
| • Canva | • Content Creation |
| • Illustrator | • E-commerce |
| • Photoshop | • Quick learning |
| • Cap Cut | • Problem Solving |
| • Auto Cad | • Decision making |
| • Sketchup | • Communication |
| • Enscape | • Leadership |
| • V-ray | • Team Collaboration |
| • Lumion | • Sales |

Courses

AI Mastery Course, IIT Madras

10/2025 – 04/2026

- Strong understanding of AI fundamentals and real-world applications
- Hands-on experience with AI tools, automation, and building workflows
- Ability to apply AI in business, Designing, marketing, and productivity

India

Fundamentals of e-commerce, E-com Mafia

02/2024 – 06/2024

- Strong foundation in e-commerce models, product research, and niche selection
- Hands-on experience setting up and managing online stores
- Practical knowledge of marketing, customer acquisition, and scaling strategies

UAE

Amazon FBA & E-commerce Selling, Hustle Malabar

05/2025 – 07/2025

- Learned the fundamentals of Amazon FBA & e-commerce selling in the UAE market
- Gained knowledge in product research, niche selection, and supplier sourcing
- Understood Amazon seller account setup, product listing, and order fulfillments

UAE

Field Technician -Computing &Peripherals, KITES SOFTWARE

2019 – 2019

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LANGUAGES

English

: Fluent

Malayalam

: Native

Hindi

: Fluent

Urdu

: Fluent

Tamil

: Fluent

Arabic

: Basic