

Sadick Abdul Mumin

Marketing Specialist

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🎓 EDUCATION

Northwestern University - Qatar
BSc Communication
• Minor in Strategic Communication

Aug 2020 – May 2024
Doha, Qatar

🔗 PROFESSIONAL EXPERIENCE

MH Trading
Marketing Specialist

Aug 2024 – present
Doha, Qatar

- Develop and execute content strategies and storytelling frameworks, driving a 20% increase in lead generation.
- Redesign brand identity and messaging architecture and author official Brand Guidelines, strengthening consistency and credibility across all channels.
- Produce the company profile, enhancing market positioning and stakeholder engagement.
- Manage multi-platform content and social campaigns, ensuring a consistent voice and stronger audience connection.
- Track and optimize performance metrics with Meta Business Suite, improving campaign efficiency and ROI.

Hapondo
Digital Marketing Specialist

Feb 2024 – Jul 2024
Doha, Qatar

- Increased organic traffic by 20% through SEO-driven content and compelling storytelling.
- Managed Google and Meta ad campaigns, achieving a 15% boost in leads and engagement.
- Produced multimedia content across platforms, ensuring consistent brand voice and visual identity.
- Analyzed audience behavior with GA4 and Tableau to guide content and campaign optimization.
- Redesigned the website using Figma and WordPress, enhancing user experience and overall site performance.

Ibtechar
Junior Marketing Associate

Jul 2023 – Dec 2023
Doha, Qatar

- Developed a comprehensive Integrated Communications Strategy targeting STEM college students during Doha Expo 2023, increasing brand awareness by 25%.
- Managed targeted social media campaigns, increasing visibility by 20% through strategic storytelling.
- Coordinated campaign calendars with cross-functional teams using Trello to ensure smooth execution.
- Optimized CRM system to enhance data organization and support targeted content marketing initiatives.
- Reviewed campaign performance metrics and implemented data-driven adjustments to improve results.

Alfardan Properties
Digital Marketing Assistant

Dec 2022 – May 2023
Doha, Qatar

- Improved Google search ranking from 10th to 2nd page in 3 weeks through strategic SEO content optimization.
- Redesigned website content and structure, reducing bounce rate and enhancing user experience.
- Generated 200+ qualified leads via targeted Google and YouTube ad campaigns, increasing engagement by 10%.
- Implemented Google Tag Manager for campaign optimization, resulting in 15% increase in conversion rates.
- Created additional web pages using WordPress, further improving site navigation and usability.

TheEntertainer
Marketing Associate

Jun 2022 – Dec 2022
Doha, Qatar

- Created and edited weekly video content across social media platforms, boosting view time and brand visibility.
- Optimized campaign strategy and ad spend, reducing cost per lead by 15% and increasing ROI by 20%.
- Increased social media engagement and followers by 25% using data-driven content strategies with Tableau and Falcon analytics.
- Conducted comprehensive market research and trend analysis in Qatar to identify content opportunities and improve campaign performance.

Therappy - QSTP
Social Media Executive

Jan 2022 – Jun 2022
Doha, Qatar

- Produced and edited multimedia content (videos, graphics, animations) for social media platforms, enhancing engagement and brand visibility.
- Grew social media followers from 5,000 to 6,500 (30% increase) through strategically designed content campaigns.
- Designed and developed a WordPress website, focusing on accessibility, security, mobile responsiveness, and UX.
- Created and managed Google Ads campaigns to increase reach and lead generation through compelling ad copy.

🧠 SKILLS SUMMARY

- **Digital Marketing & Analytics:** Google Analytics 4 • Google Tag Manager • Google Ads • Meta Ads • SEO/SEM • HubSpot CRM • Marketing Automation • A/B Testing • Conversion Rate Optimization • Social Media Campaigns • Tableau
- **Creative & Content Production:** Adobe Creative Cloud (Premiere Pro, Photoshop, After Effects, Illustrator, XD) • Canva • CapCut • Motion Graphics • Content Strategy • Brand Development • Copywriting
- **CMS & Web:** WordPress • Webflow • Figma • ReactJS • JavaScript • HTML/CSS • Google Search Console • Ahrefs • CMS Management
- **Project Management & Collaboration:** Microsoft Office Suite • Jira • Google Workspace • Slack • MS Teams • Notion.