



MUNIYA ROSHEN

SENIOR DIGITAL MARKETING
SPECIALIST & WORDPRESS
DEVELOPER

CONTACT

+971 582742215

muniyaroshen@gmail.com

Dubai, United Arab Emirates

SUMMARY

Growth-focused Digital Marketing Specialist with 6+ years of UAE experience, blending performance marketing, SEO, and WordPress development to deliver impactful digital strategies. Expert in scaling brands through data-driven campaigns, conversion-focused content, and full-funnel marketing execution.

ACADEMIC QUALIFICATIONS

- B.Tech in Information Technology-M.E.A.
College of Engineering
(2012-2016)
- Secondary School
Leaving Certificate
(SSLC, CBSE) -
International Indian
School, Jeddah, Saudi
Arabia (2010)

CAREER OBJECTIVE

Results-driven and creative **Senior Digital Marketing Specialist with over 6 years of experience in the UAE**, seeking to contribute strategic digital expertise to a forward-thinking organization. Skilled in planning and executing high-performing marketing campaigns, enhancing brand presence, and driving measurable growth across digital platforms. Proficient in SEO, paid media, content strategy, and analytics, with hands-on experience in designing and managing responsive websites using WordPress. Eager to leverage both marketing and web development capabilities to support business success in a dynamic environment.

Work Experience

- ▶ Senior Digital Marketing Specialist & WordPress Developer - Remote
Gulf Central Business Services L.L.C Dubai,UAE
August 2021 – January 2025
Role:
Led end-to-end digital strategy, executed performance marketing campaigns, and managed high-converting WordPress sites—driving brand visibility, lead acquisition, and ROI through data-driven growth tactics.
- ▶ Digital Marketing Specialist & Website Developer - Full Time
AVANZ CORPORATE SERVICES Dubai,UAE - 2019 to 2021
Role:
Led digital marketing initiatives for a business consultancy, focusing on campaign performance and web presence. Managed end-to-end Google Ads and social media campaigns aimed at lead generation for business setup services. Simultaneously developed and optimized WordPress websites tailored to campaign funnels, improving both UX and conversion metrics.
- ▶ Digital Marketing Specialist - Full Time
Primepoint Business Services L.L.C Dubai,UAE - 2019 to 2021
Role:
Executed end-to-end digital campaigns and developed WordPress websites for a leading UAE business consultancy. Focused on generating qualified leads through Google Ads, Meta campaigns, and SEO strategies tailored to the business setup industry. Built optimized landing pages and service websites to support conversion-focused marketing funnels.
- ▶ Digital Marketing Trainer at IPCS Automation- 2018 India - Full Time
- ▶ Digital Marketing Associate at ZESC Technologies -2017 India - Full Time
- ▶ SEO Analyst Trainee at CYBROSYS Technologies Pvt Ltd ·
2017 India- Full Time

Software & Tools Expertise

Digital Marketing:

Google Ads, Facebook Business Manager/Meta, Google Analytics, HubSpot, Mailchimp, Google Search Console, SEMrush, Ubersuggest, Microsoft Teams, Google Workspace, Hootsuite, Buffer, Meta Pixel, LinkedIn Ads, Google Tag Manager

Web Development & Design:

WordPress, Elementor, Adobe Photoshop, Canva, cPanel, WooCommerce

TECHNICAL CERTIFICATION

- Google Analytics Certification
- Google Ad Words Certification
- Facebook Blueprint Certification
- Hub spot Inbound Certification
- Professional diploma in Graphic designing

Achievements

- Successfully managed and optimized over 100 digital marketing campaigns, achieving up to 4x return on ad spend (ROAS) across Google Ads and Meta platforms.
- Increased organic website traffic by 150% within 6 months through SEO strategy, content optimization, and technical improvements.
- Designed and developed over 30 responsive, SEO-friendly WordPress websites, tailored to client goals and branding.
- Spearheaded complete digital branding for multiple UAE-based businesses, from strategy to execution, increasing lead generation by 60%.
- Conducted digital marketing workshops and hands-on sessions, enhancing digital skills of over 100 participants.
- Reduced ad spend waste by 30% through advanced targeting and performance analysis in paid media campaigns.
- Improved website loading speeds and user experience across client sites, resulting in lower bounce rates and higher engagement.
- Consistently met and exceeded KPIs in SEO rankings, campaign conversions, and client satisfaction across all freelance and agency roles.

Technical Expertise

- **Digital Marketing Platforms:** Google Ads (Search, Display, Performance Max), Meta Business Suite (Facebook & Instagram Ads), Mailchimp, WhatsApp Business
- **SEO & Analytics:** On-page & Off-page SEO, Keyword Research, GA4, Google Search Console, Google Tag Manager, Ubersuggest
- **Web & CMS:** WordPress (Elementor, WPBakery), WooCommerce, Website Speed Optimization, Basic HTML/CSS customization
- **Content & Design:** Canva, Adobe Photoshop (basic), Social Media Content Strategy, Email Marketing, Landing Page Creation
- **Marketing Strategy:** Performance Marketing, Funnel Optimization, Retargeting, Lead Generation Campaigns

PERSONAL PROFILE

Date of Birth :	15 December 1992
Gender :	Female
Visa Status :	UAE Residence visa
Marital Status :	Married
Languages Known :	English, Malayalam
Nationality :	Indian
Father's Name :	MUHAMMED

DECLARATION

I solemnly declare that all the above information is correct to the best of my knowledge and belief.

MUNIYA ROSHEN