

# Nadeemullah Mohammed

MSc Digital Marketing Graduate

---

## Profile

Results-driven MSc Digital Marketing graduate with international leadership experience, including leading award-winning initiatives as President of Go Green at Robert Gordon University. Experienced in e-commerce branding, influencer outreach, and working with brands like Costa Coffee and Finnies the Jeweller. Proven ability to enhance brand visibility, drive audience engagement, and improve campaign performance. Experienced in creating impactful digital content and managing marketing campaigns on multiple platforms. Seeking opportunities to leverage expertise in digital marketing strategy and leadership to drive business growth.

---

## Skills

- Digital Marketing Strategy
- Social Media Marketing
- Campaign Optimisation
- Google Analytics, SEMrush, HubSpot
- Salesforce, Office 365
- Project & Stakeholders Management
- Lead Generation and Market Research
- Canva & CapCut
- Collaborative mindset
- Attention to detail

---

## Experience

### **Social Media Manager, Part-time**

**Rehmat's, Krepes N Kones & Big D's Pizza - Aberdeen, United Kingdom**

September 2024 – August 2025

- Managing social media strategy, content creation, and engagement across platforms.
- Developing brand narratives, increasing audience engagement and visibility.
- Planning and executing promotional campaigns, collaborating with influencers for campaigns and marketing events.
- Designing visuals using Canva, CapCut, Edits and more to boost digital visibility by tracking post-performance and applying insights to future campaigns.

### **Operations Specialist**

**Amazon, Hyderabad, India**

June 2023 – December 2023

- Utilised key performance indicators (KPIs) to identify bottlenecks and implement effective solutions that enhanced operational output and reduced costs.
- Collaborated with cross-functional teams, including seller assurance and maintenance, to resolve issues and optimize workflows.
- Developed and documented Standard Operating Procedures (SOPs), ensuring consistency and adherence to guidelines across the department.
- Led initiatives to streamline processes, including generating VAT certificates for cross-border and FBA sales, contributing to operational efficiency.

## Leads Specialist

Amazon, Hyderabad, India

March 2021 – June 2023

- Worked closely with the B2B sales team to identify and qualify potential sellers through targeted research and utilization of internal tools.
- Analysed lead data to refine qualification strategies, resulting in more effective lead generation and a higher quality pipeline.
- Cleaned and optimised the lead database by eliminating duplicates and improving data integrity through internal tools.
- Integrated seller content on Amazon's platform using item creation templates and CRM systems like Salesforce, ensuring accurate lead tracking and smooth collaboration with internal teams.

---

## Additional Experience

**President**, Robert Gordon University Union & Go Green, Aberdeen

September 2024 – April 2025

- Oversaw strategic planning, event execution, and sustainable campaigns that won multiple awards.

**Social Media Manager**, Beaute Biography, Hyderabad, India

June 2023 – January 2025

**Ad Operations Trainee**, MediaMint, Hyderabad, India

November 2020 – March 2021

**Digital Marketing Intern**, Novotel, Visakhapatnam, India

May 2019 – June 2019

---

## Education

**Master of Science (MSc), Digital Marketing – April 2025**

Robert Gordon University, Aberdeen

- Accredited by IDM and DMI.
- Dissertation: Developed a blueprint for launching a UK-based digital marketing agency.

**Bachelor of Business Administration (BBA) – September 2020**

Gayatri Vidya Parishad, Visakhapatnam, India

---

## Awards & Recognitions

- Individual Recognition Certificate & Award – RGU Student Achievement Awards 2025
- Volunteering Project of the Year, Kaim Shop – Go Green, RGU Student Achievement Awards
- Student Group of the Year, Go Green, RGU Student Achievement Awards 2025

---

## Availability & References

- Open to hybrid, in-office roles or remote.
- Reference upon request.