

# Sadick Abdul Mumin

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## 🎓 EDUCATION

**BSc Media and Communication w/c Minor in Strategic Communication** Aug 2020 – May 2024  
*Northwestern University* Doha, Qatar

## 🔍 PROFESSIONAL EXPERIENCE

**Alfardan Properties** [🔗](#) Nov 2022 – Feb 2023  
*Digital Marketing Intern* Doha, Qatar

- Improved Alfardan's Google search ranking from 10th to 2nd page through SEO & SEM strategies
- Helped to create Google Tags to track user action and collect data on the website
- Developed a new website design which enhanced user experience

**TheEntertainer** [🔗](#) Aug 2022 – Dec 2022  
*Marketing Intern* Doha, Qatar

- Utilized Tableau and Falcon for social media data analysis, driving data-informed strategies and contributing to company growth
- Identified trends and insights and optimized spending and performance based on the insights

**ibtechar** [🔗](#) Aug 2023 – Oct 2023  
*Digital Marketing Intern* Doha, Qatar

- Created communications strategy for STEM students for the Doha-Expo 2023
- Completed branding, content creation, & social media marketing projects
- Created monthly marketing strategies to improve reach and engagement

**Oman Airlines, Experience Oman** Sep 2023 – Oct 2023  
*Web Developer* Doha, Qatar

- Collaborated with JustUs & Otto Marketing Service to create a web application for Oman Experience
- Deployed the web application to a server and managed the web application

**Hapondo** [🔗](#) Mar 2024 – present  
*Digital Marketing & Web Developer* Doha, Qatar

- Implemented SEO/SEM strategies and utilized Google Analytics/Tag Manager to boost organic traffic by 15% and refine user behavior insights.
- Audited and redesigned website using Figma to enhance user-friendliness and improve performance

**Therappy - QSTP** [🔗](#) Aug 2022 – Dec 2022  
*Social Media Coordinator* Doha, Qatar

- Assisted to create digital marketing campaigns including SEO/SEM and display advertising increasing reach on Google
- Assisted with design and execution of social media campaigns resulting in 30% increased in followers

**Base: Intelligence Communities** Apr 2021 – present  
*Lead Web Developer* Madison - Wisconsin, USA

- Identify user and system requirements for new websites and applications
- Participates in the analysis, definition, and scoping of new projects
- Create wireframes to decide on layout

**Incubate** [🔗](#) May 2021 – Jul 2021  
*Marketing Intern* Doha, Qatar

- Measured and reported performance of all digital marketing campaigns and assessed against goals (ROI and KPIs)
- Wrote contents for social media posts, promotional emails, and website.

**Artistiq** [🔗](#) Jan 2023 – Mar 2023  
*Web Developer* Doha, Qatar

- Created website user interface using WordPress and Elementor Pro.
- Responsible for maintaining, expanding, and scaling the site.
- Wrote SEO-optimized content to enhance Google search results.

**Sit Beit Restaurant** May 2023 – Aug 2023  
*Web Developer* Doha, Qatar

- Created website user interfaces using WordPress and Elementor Pro
- Implemented a payment system on the website, enabling users to make purchases.
- Maintained and updated contents of the website.

**FifteenConsult** [🔗](#) Jun 2020 – Dec 2023  
*Lead Marketing Specialist* Madison - Wisconsin, USA

- Conduct market research to find answers about consumer behaviors and trends
- Optimize paid advertising campaigns using SEO and other tools
- Create and update digital marketing reports

## 🧠 SKILLS

Proficient in Google Analytics 4, Google Tag Manager, Tableau, Falcon, Figma, Canva, Adobe XD, Google Trends, WordPress, WebFlow, Adobe Premiere Pro, Adobe Analytics, SmartSheet, Adobe Rush, Google Search Console, Google Ads, Meta Ads