AFNAN CH

Digital Marketing Specialist | SEO & SEM | Meta Ads & PPC | WordPress & E-Commerce | AI-Assisted Development

Phone: +91 85472 19061 | Email: afnan@afnanch.in | LinkedIn: linkedin.com/in/afnanch | Portfolio: www.afnanch.in

Location: Kerala, India | Open to Dubai Opportunities | Open to Visa Sponsorship Call | WhatsApp

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 4+ years of experience in multi-channel campaign management across Meta Ads, SEO, SEM, PPC, social media, email marketing and content strategy. Proven track record scaling brand audiences to 60,000+ followers, generating 10+ million monthly organic views and driving 5,000+ qualified leads through data-led campaigns. Builds and runs websites and e-commerce stores with WordPress and Shopify, including a personal e-commerce brand. Prior UAE-based experience with direct exposure to Gulf consumer behavior and Arabic-market targeting. Immediately available to relocate for Dubai opportunities.

CORE SKILLS

Advertising & Paid Media: Meta Ads (Facebook & Instagram), PPC Campaign Management, Paid Social Advertising, Snapchat Ads (GCC), TikTok Marketing, Google Ads (Basic Experience Only)
SEO & Analytics: SEO, SEM, Google Analytics, Google Tag Manager, Google Search Console, SEMrush, KPI Tracking, ROI Optimization
Lead Generation & CRO: Lead Generation, Conversion Rate Optimization (CRO), A/B Testing, Marketing Funnel Design, Retargeting, Client Engagement
Content & Social Media: Content Strategy, Social Media Marketing, Reel & Video Production, Copywriting, Influencer Marketing (KSA), Brand Building
Email & Automation: Email Marketing, Marketing Automation, CRM Workflows, Lead Nurturing, Customer Retention
Web & Product: WordPress, Shopify, E-Commerce Store Setup, AI-Assisted Web Development, Product Ownership, UX Testing
Strategy & Market: Budget Management, Arabic-Market Targeting, GCC Market Experience, Vision 2030 Strategy, Ramadan Campaign Planning, E-Commerce

KEY ACHIEVEMENTS

- Grew a brand social media audience from 0 to 60,000+ followers organically within 4 months.
- Generated 10+ million monthly organic views through strategic content and video campaigns.
- Produced 5,000+ qualified business inquiries through targeted advertising and inbound strategies.
- Directed 500+ reels and video campaigns with consistent brand messaging and strong audience engagement.
- Delivered digital marketing training in Dubai, UAE with direct Gulf market and Arabic-audience exposure.
- Launched Armancarts, an e-commerce business, in 2026.

WORK EXPERIENCE

Founder & Owner

2026 - Present

Armancarts (armancarts.com) · Kerala, India

- Lead brand direction, storefront design, catalog strategy and launch planning for a premium fashion and accessories store: watches, footwear, clothing, bags and leather goods.
- Delivered an installable mobile web app, online payments and a cash-on-delivery checkout.

Sales and Marketing Strategist

Aug 2025 - May 2026

DAFO Industries Private Limited · Calicut, Kerala, India

- Developed and executed multi-channel campaigns (SEO, Meta Ads, PPC) aligned with business KPIs and ROI targets.
- Scaled Sulfi Wooden Life brand from 0 to 60,000+ followers through organic content and paid digital strategies.
- Generated 10+ million monthly views and 5,000+ qualified leads through targeted content funnels.
- Produced 500+ video reels ensuring brand-consistent, platform-tailored content across all channels.

Sulfi Wooden Life | Video production & brand growth

Personally shot all brand videos from the beginning, approximately May through September.

@sulfi_woodenlife | Watch videos on Instagram

Enabled page monetization, generating $100+ in monthly income.

- Tracked campaign KPIs using Google Analytics and Meta Business Suite to optimize conversions and ROI.

Digital Marketing Manager Nov 2024 - Apr 2025

Rahman World Pvt Ltd · Kozhikode, Kerala, India

- Developed end-to-end digital marketing strategies for lead generation and brand visibility.
- Managed SEO, Meta Ads and social media campaigns improving online traffic and conversion rates.
- Optimized ad spend using Google Analytics, reducing cost-per-lead through data-driven decisions.

Digital Marketing Faculty Trainer May 2024 - Jan 2025

Epic Ventures (on behalf of Skill Mount) · Bur Dubai, UAE | Hybrid

- Delivered professional digital marketing training in the Gulf market as part of UAE-based international experience.
- Trained students in Meta Ads, SEO, content creation, paid advertising and campaign analytics.
- Gained deep insight into GCC consumer behavior, Gulf market dynamics and Arabic-market audience targeting.

Digital Marketing Strategist Aug 2023 - Feb 2024

Softroniics · Calicut, Kerala, India

- Managed multi-client SEO, PPC and social media campaigns delivering measurable performance improvements.
- Completed probation one month ahead of schedule through strong performance and initiative.

  Videos I shot: View videos

Digital Marketing Intern Jan 2022 - Feb 2023

CB Tech · Kochi, Kerala, India

- Supported Meta Ads, SEO and social media campaigns across multiple client accounts.
- Conducted market research and audience segmentation to improve targeting and reduce cost-per-click.

PROJECTS

Bharani Snacks - E-Commerce Website Development Aug 2024 - Sep 2024

- Delivered a Shopify-based e-commerce platform for a Kerala snacks brand.

EDUCATION

Diploma in Digital Marketing 2022

CB Tech · Ernakulam, Kerala, India

Diploma in Automobile Engineering 2019 - 2022

Orphanage Polytechnic College · Edavanna, Kerala, India

TOOLS AND TECHNOLOGY PLATFORMS

Paid Advertising: Meta Ads Manager (Facebook & Instagram), Google Ads (Basic Experience Only)
Analytics & Tracking: Google Analytics, Google Tag Manager, Google Search Console, SEMrush
CMS, E-Commerce & Web: WordPress, Shopify, AI coding tools
Content & Creative: Canva, Video Editing Tools, Reel Production, Copywriting
Email & Campaign: Email Marketing Platforms, Campaign Management, Budget Allocation, KPI Dashboards

LANGUAGES

English - Professional Working Proficiency | Malayalam - Native | Arabic - Basic

PERSONAL DETAILS

Nationality: Indian | Notice Period: Immediate | Visa: Open to work visa sponsorship | Location: Kerala, India
Open to Dubai opportunities | GCC Experience: UAE Dubai, 2024-2025