



# IRFAD IBRAHIM

Results-driven professional with 3+ years of experience in administrative support, digital marketing, and business operations. Adept at managing schedules, coordinating teams, handling communications, and optimizing marketing strategies to drive business growth. Strong organizational and analytical skills with a focus on efficiency, accuracy, and process improvement. A proactive problem-solver with the ability to adapt to dynamic work environments and deliver impactful results.

✉ irfadquadcubes12@gmail.com 📞 +966 548572648

📍 Riyadh, Saudi Arabia

📄 Driving License: Valid Saudi Driving License

## PROFILE SNAPSHOT

- ✦ Holds a Diploma in Digital Marketing with hands-on experience in SEO, Google Ads, social media marketing, and e-commerce website management. Successfully completed an internship, gaining practical insights into campaign management, lead generation, and performance analysis.
- ✦ Experienced in administrative roles, handling scheduling, documentation, financial management, and team coordination. Skilled in streamlining business processes, enhancing efficiency, and ensuring smooth daily operations.

## WORK EXPERIENCE

**Sales Representative,**  
Hattan Al Riyadh Trading Company, Saudi Arabia  
(12/2024 – Present)

Responsibilities:

- Engaged with customers to understand their needs in safety equipment and building materials, offering product solutions.
- Built and maintained strong client relationships to drive repeat sales and ensure customer satisfaction.
- Presented and demonstrated product features and technical benefits to contractors, builders, and industrial clients.
- Negotiated pricing, prepared quotations, and closed sales deals in line with company targets.

**Manager MothersInn Homestay, Fort Cochin (03/2024 - 09/2024)**

Responsibilities:

- Welcomed guests, handled inquiries, and ensured a seamless check-in/check-out experience while maintaining excellent customer service.
- Managed appointment scheduling, coordinated staff shifts, and ensured smooth daily operations to enhance guest satisfaction.
- Oversaw bookkeeping, processed invoices, tracked payments, and maintained financial records for operational efficiency.
- Drafted reports, managed correspondence, and prepared essential documents for internal and external communication.
- Organized and maintained both physical and digital filing systems, ensuring easy retrieval of important documents.

**Digital Marketing Intern**  
Quadcubes LLP (09/2023 - 11/2023)

Responsibilities:

- Developed targeted campaigns for EDUWIZZ, leveraging platform-specific tactics to enhance brand awareness, audience engagement, and lead conversion.
- Conducted in-depth keyword research and competitor analysis to optimize ad campaigns for e-commerce platforms, improving search rankings and driving organic traffic.
- Designed and managed a WordPress e-commerce site, performed social media audits for Vismaya Amusement Park, and crafted data-driven marketing strategies for H&H Gym.

**Administrative Assistant**  
Hello Market Online Delivery Service, India (01/2020 - 08/2023)

Responsibilities:

- Managed phone calls, greeted visitors, scheduled appointments, and coordinated meetings to ensure smooth daily operations.
- Handled emails, invoices, reports, and correspondence, while drafting and editing reports and instructional documents for internal use.
- Maintained both electronic and physical filing systems, managed bookkeeping tasks, and ensured accurate account records for financial tracking.

## LANGUAGES

English - Proficiency

Hindi - Proficiency

Malayalam - Proficiency

## KEY SKILLS

- Administrative Management
- Digital Marketing
- Operations Management
- CRM
- MS Office
- Business Development
- Process Optimization
- Financial Management
- Revenue Generation
- Customer Engagement
- Team Collaboration
- Problem-Solving
- Effective Communication
- Interpersonal
- Adaptability
- Leadership

## EDUCATION

> Diploma: Digital Marketing (2023)  
CDA Academy, Kerala, India

> Bachelor of Business Administration (BBA) (2022)  
Kannur University

## ACHIEVEMENTS

> Arbana Mutt State Kalolsavam Certificates (2019)  
Recognized for participation in two consecutive years.

> Duff Mutt University Kalolsavam (2020)  
Awarded 2nd A Grade for excellence.

## OTHER EXPERIENCE

➡ E-commerce Entrepreneur (2018 - Present)

- Running an online business selling shoes and watches through various platforms.
- Managing product sourcing, marketing, sales, and customer service.

➡ Freelance Poster Designer – Ikey Homestudio, Candela Learning Academy (09/2024 - 12/2024)

- Designed promotional posters and marketing materials for branding and advertising.

➡ Freelance Digital Marketer – Burakinn Luxury Living (09/2024 - 11/2024)

- Managed digital marketing campaigns, SEO, and social media strategies.

➡ Cashier & Customer Service Representative – AFC (04/2018 - 10/2018)

- Processed customer orders, managed cash transactions, and maintained financial records.
- Ensured customer satisfaction and provided excellent service.

➡ Car Wash Manager – S3 Car Wash, Payyanur, Kannur (04/2017 - 10/2017)

- Supervised staff and managed daily operations to ensure efficient service.