

Adeel Tarique

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EDUCATION

Columbia Business School Postgraduate Diploma, Digital Business	Feb 2022 – Nov 2022
MIT Sloan School of Management Postgraduate Diploma, Digital Business	Feb 2022 – Nov 2022
Birla Institute of Technology International Centre, Bahrain Bachelor of Commerce (E-Commerce), Birla Institute of Technology, Mesra	2007-2010
The Indian School, Bahrain High School	2005-2007

PROFESSIONAL EXPERIENCE

Modern Technology Solutions Co. W.L.L Co-Founder & Digital Marketing Strategist	January 2011 – Present
<ul style="list-style-type: none">• Setup and launched a google search ads campaign for the online point-of-sale system TillrPOS focused on the US demographic.• Conducted market research for the Online point-of-sale system TillrPOS in the US demographic.• Creating compelling social media content for TillrPOS across multiple platforms (Facebook, Instagram, YouTube).• Managed and developed Social Media Strategy for reaching new audience for CliniCare Online.• Developed engaging content for the E-Commerce platform Baradaat.• Setup Email marketing campaign for Consultancy Services.	

CERTIFICATIONS

Stukent – Social Media Simulation - February 2024

Google Ads Search Certification - March 2023

Google Analytics for Beginners - December 2022

Mimic Pro - Digital Marketing Simulation - August 2022

KEY SKILLS

- Digital Marketing Strategy
- Google Search Ads
- Google Display Ads
- Google Shopping Ads
- Social Media Marketing
- Content Marketing
- Lead Generation
- PPC

Marketing Tools

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Trends
- Google Keyword Planner
- Google Ads Library
- Meta Ads
- SendGrid

PERSONAL SKILLS

- Stays informed about industry trends, user behavior and competitive dynamics
- Excellent written and verbal communication
- Comfortable working independently or with a team
- Self-Motivated, Enthusiastic
- Ability to work independently or with a team
- Expert in Excel and PowerPoint
- Detail-oriented and capable of multitasking effectively