

Adil Rafeeque

Digital Marketing Specialist | SEO Strategist | Web Developer

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Professional Summary

Digital marketing professional with over 3 years of hands-on experience in SEO, paid ads (Google and Meta), lead generation, CRM, and front-end web development. Currently Digital Marketing and SEO Head at Masirat Technology, leading multi-channel campaigns across hospitality, travel, healthcare, education, and eCommerce. Skilled in performance marketing, content strategy, analytics, and team development, with strong grounding in Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO).

Core Skills

- SEO & Analytics: Google Search Console, GA4, SEMrush, Screaming Frog, RankMath, Yoast SEO
- Web Development: WordPress, Elementor, HTML, CSS, JavaScript, Shopify, WooCommerce
- Advertising Platforms: Google Ads, Meta Ads Manager, LinkedIn Campaign Manager
- Tools & CRM: HubSpot, Google Business Profile, Meta Business Suite, Canva, Notion, Prompt Engineering (ChatGPT, Claude)

Professional Experience

Masirat Technology, Muscat, Oman

Digital Marketing and SEO Head

October 2025 to Present

- Took over websites, including the company site and travel, rent-a-car, and medical centre client sites, that were averaging under 100 impressions and under 10 clicks monthly, and grew Masirat's own site to 400+ clicks monthly, with similar gains across client sites
- Ranked 20+ keywords across Masirat and client websites, with visibility now extending into AI search results through GEO and AEO practices
- Planned and ran multiple Meta Ads campaigns for lead generation, driving consistent lead flow across sectors
- Lead a digital marketing team of 3, overseeing strategy, execution, and client communication

Fortuwest International (UK, Remote)

Digital Marketing Specialist

April 2025 to September 2025

- Ranked all main target keywords in the top 3 positions through focused on-page SEO and WordPress optimisation
- Generated 100+ new high-quality leads through targeted Meta Ads campaigns
- Led a website redesign to improve content flow and mobile responsiveness, supporting the SEO gains above

Domaindotin, Calicut

Digital Marketing Lead

June 2024 to September 2025

- Led full-service digital marketing for 12 clients across healthcare (4), eCommerce (5), and education (3), managing SEO, paid ads, and conversion strategy for each
- Delivered measurable performance improvements across the entire client portfolio
- Built and launched 15+ websites for clients using WordPress and modern web practices
- Mentored and grew an in-house team of 6, aligning execution with client goals

Acodez IT Solutions

SEO Analyst

December 2023 to May 2024

Digital Marketing Intern

October 2023 to December 2023

- Promoted to full-time based on performance and fast learning
- Worked on keyword research, technical SEO, and on-page optimisation to increase client visibility
- Monitored traffic and site performance using Google Analytics and Search Console
- Collaborated with content and development teams to implement SEO best practices
- Conducted competitor analysis and backlink audits, contributing to strategy refinement

Aviv Digital, Calicut

Digital Marketing Trainee

June 2023 to October 2023

- Gained hands-on experience in SEO, Google Ads, and Meta Ads through real-time projects
- Contributed to blog strategy, content writing, and on-page optimisation
- Assisted with Google and Meta ad campaign setup and basic performance monitoring
- Supported website design and UX improvements with a focus on SEO alignment
- Built a strong foundation in digital tools, techniques, and team collaboration

Education

Advanced Diploma in Digital Marketing

June 2023 to October 2023

Aviv Digital, Calicut

Bachelor of Arts in English

July 2020 to April 2023

University of Calicut

Languages

- Malayalam: Native
- English: Fluent
- Hindi: Fluent
- Arabic: Basic