

Adifah Fatima

 **Dubai, United Arab Emirates**

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Professional Summary

AI-powered Digital Marketer with proven success in driving ROI through multi-platform campaigns (Google, TikTok, Instagram, Facebook). Skilled in e-commerce development (Shopify, Wix, WordPress), high-ticket sales, and client relationship management. Strong technical foundation in coding (JavaScript, HTML, CSS, Python) and creative expertise in video editing and digital design. Multilingual communicator with experience in leveraging AI tools to optimize efficiency and growth.

Professional Experience

Mercury Advertising – Dubai, UAE

Digital Marketer & Sales Executive | 2025 – Present

- Launched cross-platform ad campaigns (Google, TikTok, Instagram, Facebook) reaching 50K+ users.
- Boosted client ROI by 35% through AI-powered automation.
- Increased engagement rates by 22% with optimized ad copy & visuals.

Redemption Trading – Dubai, UAE

Sales & Marketing Specialist | 2024-2025 present

- Closed high-ticket deals worth \$100K+ with international buyers.
- Strengthened client relationships, leading to 40% repeat business.
- Negotiated contracts ensuring 95% customer satisfaction.

AI Shibl – Dubai, UAE

E-commerce & Marketing Associate | 2025 – present

- Developed Shopify/Wix/WordPress stores, driving 30% higher conversions.
- Designed sales funnels boosting online sales by 25%.

- Applied AI tools for research & copywriting, cutting campaign setup time by 50%.

Skills

- **Digital Marketing:** Google Ads, Facebook Ads, TikTok Ads, Instagram Ads, SEO, Social Media Strategy
- **Tech & Development:** JavaScript, HTML, CSS, Python, Shopify, Wix, WordPress, AI Automation Tools
- **Creative & Media:** Video Editing, Copywriting, Branding, Logo Design, Digital Content Creation, ghost writing, script writing, editing.
- **Sales & Business:** High-ticket Sales, Client Relationship Management, Negotiation
- **Languages:** English Urdu French Spanish Russian Arabic