

SAFWAN JASIM MUSTAFA

Digital Marketing Executive & Social Media Management

Phone: +971 52 452 7793

Address: Dubai, UAE

Linked IN: www.linkedin.com/in/safwanjmustafa

Email: safwanjmustafa@gmail.com

Web : <https://safwanjmustafa.com/>

PROFESSIONAL SUMMARY

Results-driven professional with a strong foundation in accounting, complemented by hands-on experience in social media management and digital marketing. Skilled in creating and managing Meta Ads, designing promotional materials using Canva, and editing engaging videos with CapCut to boost brand visibility. Experienced in planning and executing online campaigns, managing content calendars, and tracking engagement metrics. Adept at blending analytical skills from accounting with creative marketing strategies to deliver measurable business growth.

WORK EXPERIENCE

ACCOUNTANT with Marketing (social media, email marketing, designing posters,...)

LEADER CONSULTING LLC, UAE

December 2024 – Present

Leader Consulting LLC is a UAE-based firm specializing in trademark registration, intellectual property services (worldwide), and corporate consultancy.

- Handled day-to-day accounting functions including invoice preparation, expense tracking, and financial reporting .
- Handled accounts receivable and payable, including reconciliation of statements and resolution of discrepancies.
- Managed social media channels and created digital content (posters, reels, stories) to promote the company's services.
- Executed email marketing campaigns using Mailchimp to improve client engagement.
- Contributed to branding and marketing strategy development aligned with company objectives.
- Prepared monthly financial summaries and supported quarterly VAT filings in compliance with UAE regulations.
- Managed documentation for service transactions, including trademark applications and visa processing.
- Designed and scheduled engaging social media content (Instagram, Facebook, LinkedIn) using Canva, capcut,...
- Planned, created, and managed Meta (Facebook & Instagram) ad campaigns to drive traffic, engagement, and conversions.
- Created promotional posters, videos, and reels highlighting trademark and visa services.
- Developed and monitored email marketing campaigns via Mailchimp to increase brand awareness and customer retention.
- Handled SMS marketing campaigns using RSLR, targeting leads and maintaining client engagement.

Accountant Cum Admin Assistant

FAMILY WEDDING CENTRE, INDIA

Jan 2024 – Sep 2024

Family Wedding Centre is a leading store offering traditional and modern outfits for all ages, perfect for weddings and special occasions.

- Manage daily sales, purchase, and expense records.
- Prepare and maintain ledgers, invoices, and bills
- Reconcile bank statements and handle petty cash
- Generate monthly financial reports.
- Handle customer inquiries and coordinate with sales team.
- Manage office documentation and filing systems
- Captured and edited engaging design videos using CapCut with transitions, text, music, and effects.
- Support marketing team with event coordination and festive promotions.

ADDITIONAL QUALIFICATION

- | | |
|---|------------------------------|
| ● Digital Marketing
Skillmount Academy | May 2025 – Present |
| ● Certified Practical Accounting
Almis Academy | Jan 2024 – April 2024 |
| ● Bachelor of Commerce (B.Com)
Rabindranath Tagore University | Sep 2021 – Apr 2024 |

PROFESSIONAL SKILLS

- Advanced Level of Microsoft Excel
- Meta Ads Campaign Creation & Management (Facebook & Instagram)
- Excellent verbal written communication skill.
- Time Management.
- Analytical Thinking and Creative ideas.
- Creative Designs of Posters and Video editing.
- Excellent Knowledge about Social Media and Marketing
- Passionate for creative business thinking.

CERTIFICATIONS

- Fundamentals of Digital Marketing : **Google Skill Shop**
- Fundamental Practical Training : **MS Excel**
- Certification in **Certified Practical Accounting**

PERSONAL DETAILS

- Gender : Male
- Marital Status : Single
- Date of Birth : 03 July 2001
- Nationality : Indian
- Languages : English, Hindi, Malayalam, Arabic (Beginner)
- Notice Period : 1 Month
- Driving License : On Process