

# Joel Sunny

DIGITAL MARKETING SPECIALIST | CONTENT CREATOR & STRATEGIST

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## PROFESSIONAL SUMMARY

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Dynamic Digital Marketing Specialist and Content Creator with a BBA foundation and 7 years hands-on expertise in Meta Ads, SEO optimization, video editing, and Photoshop for high-impact campaigns and content. Skilled in leveraging digital tools to drive engagement, optimize performance metrics (e.g., ROI, CTR), and create compelling visuals/short-form content for social media platforms like Instagram, TikTok, and Meta ecosystems. Passionate about trend-driven strategies, community building, and data-informed content that aligns with brand goals in fast-paced environments. Eager to contribute creativity, analytical insights, and collaborative energy to deliver measurable results in digital marketing and multimedia storytelling, drawing from freelance projects and academic specialization in International Business.

## EDUCATION

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**LONDON AMERICAN CITY COLLEGE**  
BA Business Administration

Sharjah, United Arab Emirates  
2024 – 2027 (Ongoing)

**Key Areas of Study:** Multimedia Production, Design for Digital and Print, New Technologies and Innovation, Digital Research & Creative Practice, Social Media Management, Digital Culture, Business Management, Digital Marketing Principles, International Trade, Creative Strategy, Data Analysis Basics.

## WORK EXPERIENCE

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Digital Marketing and Content Creator

Dubai, United Arab Emirates  
Jan 2019 – Present

- **Meta Ads & Campaign Management:** Orchestrated targeted Meta Ads campaigns for small businesses and personal projects, integrating SEO strategies to boost visibility and achieve up to 25% higher engagement/ROI through A/B testing, audience segmentation, and performance tracking.
  - **Content Creation & Multimedia:** Produced 50+ high-fidelity graphics, short videos, and promotional assets using Photoshop and video editing tools (e.g., Adobe Premiere), ensuring brand consistency and trend alignment for social media platforms—resulting in increased user interaction and content virality.
  - **SEO & Digital Optimization:** Implemented on-page/off-page SEO tactics, keyword research, and content audits to improve search rankings and organic traffic, reducing dependency on paid ads while monitoring key metrics like impressions and conversions.
  - **Cross-Platform Strategy:** Collaborated on end-to-end digital projects, from ideation to execution, including social media content calendars, ad creatives, and basic analytics reporting—enhancing brand presence across Meta, TikTok-inspired formats, and other channels.
  - **Stakeholder & Trend Alignment:** Facilitated quick iterations based on feedback, competitive analysis, and emerging trends, translating client/audience needs into user-centric digital solutions with a focus on creativity and efficiency.
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## **SKILLS & TECHNOLOGIES**

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### **CORE DIGITAL MARKETING & CONTENT**

Meta Ads (Facebook/Instagram Business Manager, Campaign Setup/Optimization), SEO Tools (Keyword Research, On-Page Optimization), Adobe Creative Suite (Photoshop for Graphics/Edits, Premiere Pro for Video), Canva (supplemental), Google Analytics Basics, Meta Insights

### **GENERATIVE AI & EMERGING TECH**

AI Video & Imaging: OpenAI Sora, Runway ML, Midjourney, Nano Banana, Fireflies. AI Productivity: ChatGPT, Gemini (Prompt Engineering for Design Workflows). Immersive Tech: AR/VR Concepts

### **TECHNICAL & SUPPORT SKILLS**

Tools: Microsoft 365 (Excel for Reporting/Metrics, PowerPoint for Presentations), LinkedIn Sales Navigator, Zoominfo, Python, Java, Bash (Basic Automation for Data/Trends), Salesforce, HubSpot (for Campaign Tracking)

### **STRATEGY & LEADERSHIP**

Cross-Functional Team Leadership, Stakeholder Management, Brand Identity Strategy, Rapid Prototyping. Quick Learning and Problem Solving, Management skills and Multi-Tasking

### **ADDITIONAL**

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Languages: English (Native/Bilingual)

Interests: Digital Trends, Content Creation Social Media Innovation, Photography/Videography