

ABHAY SHARMA

IT & MARKETING MANAGER · TECHNOLOGY PROFESSIONAL

Dubai-based Computer Science Engineer connecting software development, web platforms, IT operations, digital marketing, CRM and analytics into practical business systems. Experienced in leading complete digital presence, technology operations and multi-channel growth.



LOCATION Dubai, UAE

PHONE +971 568567964

EMAIL abhay.sharma.1425@gmail.com

LINKEDIN linkedin.com/in/abhay3106

CORE EXPERTISE

IT Operations

Web Development

Software Development

Travel Portals

Digital Marketing

CRM

SEO / AEO / GEO

Paid Media

Analytics

AI & Robotics

TECHNOLOGY

Python, JavaScript, TypeScript, Java, C++, C#, SQL, REST APIs, Git, GitHub, React, Next.js, HTML5, CSS3, Tailwind CSS, WordPress, Elementor, WooCommerce

IT & BUSINESS SYSTEMS

Microsoft 365, Teams, SharePoint, OneDrive, AWS and Azure fundamentals, networks, DNS, SSL, cPanel, Plesk, email systems, endpoint support, VOIP, CCTV, HubSpot, Zoho, Airtable

MARKETING & ANALYTICS

Google Ads, Meta Ads, TikTok Ads, SEO, AEO, GEO, GA4, Tag Manager, Search Console, social media, content strategy, lead generation, CRO, ROAS, CPA, CPL, CTR and UTM tracking

CREATIVE TOOLS

Canva Pro, CapCut, Premiere Pro, After Effects basics, Photoshop basics, Illustrator basics, InVideo, HeyGen, Synthesia and PhotoRoom

PROFESSIONAL EXPERIENCE

IT & Marketing Manager

JUN 2026 - PRESENT

Travel Tricks · Dubai, UAE

Lead the connected technology and marketing function across digital products, operating systems and customer acquisition.

- Direct website and travel-portal development, software initiatives and Android/iOS product coordination.
- Manage IT operations, CRM-supported customer journeys, hosting, business systems and technical vendors.
- Own the complete digital presence across Instagram, Facebook, LinkedIn, YouTube and other priority channels.
- Plan content, creative production, SEO/AEO/GEO, Google Ads, Meta Ads, TikTok Ads and lead-generation campaigns.
- Track GA4, campaign reporting, CRO, CPA, CPL, CTR and channel performance to guide decisions.

Digital Marketing Executive

SEP 2025 - 15 JUN 2026

Moghuls Trading Co. L.L.C. · Dubai, UAE

Managed multi-brand growth across campaign planning, websites, content, search, social channels, CRM-supported lead workflows and performance reporting.

- Executed Google Ads and Meta Ads campaigns with conversion, ROAS, CPA, CPL and CTR monitoring.
- Built content calendars and produced platform-specific social posts, reels and brand communication.
- Improved on-page SEO, website content, landing journeys and analytics visibility.
- Supported customer engagement, lead nurturing, channel partners and UTM-based reporting.

IT Manager

AUG 2024 - AUG 2025

SR Ignis Protego · Dubai, UAE

- Managed Microsoft 365, WordPress, hosting, email, DNS/SSL, networks, endpoints, backups and technical support.
- Evaluated CRM and business-system requirements, coordinated vendors and supported secure operations.
- Contributed to website administration, social media and digital marketing execution.

ADDITIONAL EXPERIENCE

Web Developer / Digital Marketing Manager

JAN 2025 - AUG 2025

International Remote Environment · Germany

- Developed and administered responsive WordPress websites using Elementor and conversion-focused landing structures.
- Improved performance, accessibility, search visibility, analytics, hosting and content operations.
- Enabled HubSpot-supported lead generation, customer journeys and workflow automation.

AI, Robotics & Computer Science Educator

APR 2022 - JUN 2024

Euro Academy + Caliber Sr. Sec. School · India

- Designed and delivered Computer Science, programming, AI and Robotics learning experiences.
- Guided practical work with Python, Arduino, Evive, Quarky, OpenCV and machine-learning concepts.
- Created curricula and technical learning material, mentored projects and developed student problem-solving skills.

EDUCATION & APPLIED LEARNING

B.Tech - Computer Science & Engineering

2020 - 2024

Sangam University · Bhilwara, Rajasthan

AI & Robotics Internship / Applied Learning

Hands-on project exposure across robotics systems, Arduino, Evive, Quarky, computer vision and applied AI.

Machine Learning Internship / Applied Learning

Applied Python data workflows, supervised-learning fundamentals, model experimentation and analytical problem-solving.

SELECTED CAPABILITY AREAS

Application Architecture

REST API Integration

Responsive UI

WordPress

Deployment

Generative AI

Prompt Engineering

TensorFlow

PyTorch

OpenCV

Scikit-learn

Pandas

Power BI

Advanced Excel

Dashboards

Marketing Analytics

CRM Implementation

Workflow Design

Process Automation

Content Production

Video Editing

PROFESSIONAL VALUE

I work across disciplines because modern business problems rarely stay inside one function. My approach combines engineering logic, user experience, reliable technology operations and measurable digital growth - with the ability to communicate clearly across technical and commercial teams.

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