



THE REAL DON AKAL

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Recently graduated in Advertising and Digital Marketing, skilled in social media, web content, and curation. Eager to apply my learning and rapidly acquire new skills in a dynamic digital marketing environment. Actively seeking opportunities to grow and contribute in practical digital marketing roles.

Birmingham

Joined September 2019

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THE REAL DON AKAL @RealDonAkal · Oct 21

Social Media Marketing – Expert in creating viral content on Twitter & TikTok, consistently achieving millions of impressions and successfully promoting sponsors' products as well as utilising paid advertising to promote products on Tiktok, Facebook and Instagram.

Analytics – Proficient in analysing optimal content timing and trend tracking to inform strategy and decision making, utilising tools like Google Analytics, HubSpotMarketing Hub, Semrush.

Design – Skilled in Photoshop, InDesign, and Canva; foundational knowledge in graphic design and Premiere Pro.

Content Creation – Excel in crafting diverse digital narratives, engaging blog posts and eye-catching short-form videos to persuasive posters and advertisements, tailored to captivate and resonate with the intended audience.

Website Management – Skilled in website management and design, proficiently using platforms like Bluehost, Wix, and WordPress to create and maintain visually appealing and functional websites which are effective at SEO and SEM.

Media Publishing Tools – Proficient in using Hootsuite & Buffer for media management and scheduling.

42

105

680

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Education and Certificates

University of Northampton Advertising & Digital Marketing BA Joint Honours – 2019 – 2023.

[The Fundamentals of Digital Marketing \(Google Digital Garage\) 2021](#) + [Google Display Ads Certification](#)

Halesowen College (2017-2019) – BTC Business level 3

Harborne Academy (2013 – 2017) - GCSE Maths, English Science, French and Geography. Above a level 5 or Equivalent

You might like - Achievements



Global Marketing Insights:

Visited top marketing agencies in New York including Ogilvy, McCann, MindShare, and Horizon Media, gaining global industry perspectives (2022).



Campaign Innovation:

Pitched an original disability awareness campaign to Channel 4, showcasing creativity and advocacy in marketing (2023).

Social Media Success:

Managed a niche branded media cross-platform social media account, achieving 2 million impressions in its first week and growing niche independent accounts to 1.5 million likes on TikTok and 1.2 million views on YouTube.



Twitter Mastery: Successfully garnered over 300 million impressions across personal Twitter accounts in the past 4 years, demonstrating expertise in social media engagement and content virality.

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What's Happened? – Experience

Event Assistant, Club Sin. May 2023 – Sep 2023

Copywriter, SnoVan/UoN. Jan 2022 – May 2022.

Social Media Assistant, University of Northampton. Sep 2021 – Jul 2022.

Freelance SMMM – Sep 2021 - Present

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Contact Information

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