



# Don Akal – Digital Marketing Specialist



## SUMMARY

Dynamic and results-driven recent graduate with a BA Joint Honours in Advertising & Digital Marketing from the University of Northampton. Skilled in social media marketing, content creation, and website management. Eager to apply my expertise and rapidly acquire new skills in a dynamic digital marketing environment.



## SKILLS

- **Social Media Marketing:** Expert in creating viral content on **Twitter & TikTok**, consistently achieving millions of impressions. Proficient in utilising **paid advertising** on TikTok, Facebook, and Instagram.
- **Analytics:** Skilled in analysing optimal content timing and trend tracking using tools like **Google Analytics, HubSpot Marketing Hub, and SEMrush.**
- **Design:** Proficient 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.
- **Website Management:** Skilled in website design and management using platforms like Bluehost, Wix, and WordPress, proficient in SEO and SEM.



## EXPERIENCE

### Freelance SMMM. Sep 2021 – Present

- Managed 15+ social media accounts, achieving heightened follower growth and ensuring at least 10% engagement rate within 30 days.
- Developed and executed influencer marketing campaigns that reached over 1m Impressions and resulted in a 9% increase in product sales for client brands.
- Provided comprehensive social media management services, resulting in a 74% increase in referral traffic from social media channels and a 15% improvement in organic reach for client content.

### PR / Marketing Intern, Borgen Project. April 2024 – July 2024.

- Spearheaded PR initiatives by reaching out to members of parliament and international news outlets, including The Huffington Post, to advocate for global poverty alleviation.
- Created impactful graphics with calls-to-action for donations and global awareness, enhancing engagement and support for international developmental issues.
- Leveraged media channels to raise awareness and foster public and political support for key global initiatives, significantly boosting the visibility of The Borgen Project's campaigns.

### Event Assistant + Social Media Assistant, Club Sin. May 2023 – Sep 2023

- Coordinated and executed 10+ events at a popular club in Aiya Napa, achieving an average attendance increase of 20%.
- Created promotional graphics and content that generated high engagement on social media platforms, contributing to heightened event awareness.
- Established effective communication channels with 20+ DJs and neighbouring clubs, resulting in successful cross-promotion and collaborative event efforts.

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

- Uploaded engaging news updates and multimedia content across social media platforms, resulting in a 12% increase in follower engagement.
- Produced captivating video and graphic content that garnered an average of 172 likes per post on Instagram
- Contributed creative ideas and insights to social media strategy discussions, leading to an improvement in content performance metrics.



## EDUCATION

2.1 BA Advertising & Digital Marketing – University of Northampton.

## Personal Information

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