

Mohamed Samhan

Digital Marketing & IT Support Administrator

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SUMMARY

Innovative and result-driven Digital Marketing & IT Support Administrator with 3+ years of combined experience in digital branding, online campaigns, visual communication, and technical support. Expert in managing social media strategies, running paid ad campaigns, analyzing performance metrics, and creating engaging visual content that enhances brand visibility. Proven ability to drive sales and student enrollment growth through targeted Meta Ads and Google Ads campaigns. Skilled in ERP system management, IT infrastructure support, website management, and print design, with a strong foundation in graphic design and UX/UI principles. Passionate about developing creative marketing solutions that drive audience engagement and business growth.

WORK EXPERIENCE

Digital Marketing & IT Support | Prestige Computers (Part-time) Jan 2026 – Present

- Designed and published promotional flyers and digital creatives for D4D campaigns, driving product awareness and in-store footfall.
- Managed and maintained the company website, ensuring up-to-date product listings, offers, and brand-consistent content.
- Planned and executed Meta Ads campaigns that directly contributed to a measurable increase in sales revenue for the showroom.
- Participated and served as IT support staff at the 4th GCC Games Doha 2026, providing on-ground technical assistance during the regional multi-sport event (May 2026).
- Provided day-to-day IT support including hardware setup, troubleshooting, and maintenance of showroom systems.

Digital Marketing & IT Administrator | StudyPlus & ScorePlus Qatar Nov 2025 – Present

- Planned and executed full-cycle digital marketing campaigns across social media, Google Ads, and Meta Ads to promote academic programs, boosting student enrollment and directly contributing to revenue growth.
- Drove student acquisition for bootcamp programs through targeted outreach, paid ad campaigns, and lead generation strategies, significantly increasing institute sign-ups.
- Managed and grew social media presence for both StudyPlus and ScorePlus across Instagram, Facebook, and LinkedIn, maintaining consistent brand identity across both institutes.
- Created all marketing artwork, promotional materials, and print designs for campaigns, events, and in-center branding.
- Managed and maintained the ERP system for both StudyPlus and ScorePlus, ensuring smooth day-to-day operational workflows.
- Provided comprehensive IT support including hardware troubleshooting (PCs, printers), software issue resolution, and IT inventory management across both centers.

UI/UX & Digital Designer | Witsberry (PVT) LTD Mar 2025 – Sep 2025

- Developed marketing-friendly UI/UX designs for websites and apps, improving brand engagement.
- Assisted the marketing team with email campaigns, SEO optimization, and content strategies.
- Developed and maintained a scalable design system in Figma to ensure consistency across products and teams.

- Collaborated with developers and content creators to launch user-focused marketing assets.

Intern UI/UX Designer | Witsberry (PVT) LTD

January 2025 – March 2025

- Supported senior designers and marketers in digital projects and online campaign preparation.
- Assisted in developing social media visuals and website assets to support campaign launches.
- Documented UI components and contributed to the internal style guide for handoff.
- Contributed creative ideas for social media visuals and ad placements, helping the team maintain brand consistency across marketing platforms.

Graphic Designer, Social Media Manager | Challengers Institute

Jan 2022 – Dec 2024

- Designed creative graphics, marketing materials, and digital assets for institute branding.
- Analyzed marketing data and improved campaign performance through targeted audience insights.
- Planned and executed digital campaigns for student programs, events, and promotions.
- Developed and executed targeted ad campaigns across Facebook and Instagram that generated a 20% increase in lead inquiries within the first quarter.
- Managed and grew institute’s social media presence across Facebook, Instagram, and LinkedIn, increasing audience engagement by 40%.

EDUCATION

Jun 2023 – Dec 2024 **HND in Computing**, ESoft Metro Campus, Sri Lanka

Jun 2023 – Jun 2024 **Diploma in Information Technology**, ESoft Metro Campus, Sri Lanka

SKILLS

Digital Marketing:	SEO, SEM, Google Ads, Meta Ads Manager, Email Marketing, Marketing Analytics, Campaign Planning, Influencer Collaboration, Student Enrollment Campaigns.
Social Media Management:	Content Strategy, Paid Ads, Hashtag Research, Performance Analysis, Trend Optimization, Community Engagement.
Design & Tools:	Canva Pro Expert, Adobe Photoshop, Illustrator, Figma, CapCut, Framer (basic), HTML/CSS (working knowledge), Bootstrap, WordPress.
AI Tools:	Claude AI, ChatGPT, Canva AI (Expert), Gemini Pro, and more.
Marketing Tools:	Meta Business Suite, Google Analytics, Notion, Trello.
IT Support:	Hardware Troubleshooting, PC & Printer Maintenance, Software Support, IT Inventory Management, ERP System Management, Website Management.
Soft Skills, Languages:	Creativity, Communication, Analytical Thinking, Adaptability, Leadership, Time Management, Attention to Detail, Problem-Solving, Open to Feedback, English, Tamil, Malayalam, Hindi (Beginner)
Graphic Design:	Branding, Logo Design, Print Design, Flyer Design, Typography, Layout, Color Theory
Certifications:	Digital Marketing, SEO Essentials, Social Media Marketing Campaigns

KEY ACHIEVEMENTS

- 40% growth in social media audience engagement through consistent content strategy and community management.
- Successfully managed dual simultaneous marketing roles (Prestige Computers + StudyPlus/ScorePlus) covering full campaign cycles.
- Served as IT Support Staff for the 4th GCC Games Doha 2026 – a major regional multi-sport event.
- Built and maintained a scalable Figma design system used across multiple product teams at Witsberry.
- Completed and delivered multiple freelance projects in UI/UX design using Figma.