EDUCATIONAL BACKGROUND

BSc in Software Engineering

Adama Science and Technology University (ASTU), Adama, Ethiopia | July 2025

Bachelor of Science in Business And Management

St. Mary's University, Addis Ababa, Ethiopia | May 2025

Work history

Marketing Director

Muday Marketing solution, Ethiopia | September 2022 - Current

Digital Specialist — Muday Marketing Solution

- Delivered email marketing, social media campaigns, branding, content marketing, and website development.
- Skilled in market research and event planning; drove measurable results and client success.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Devised marketing plans using digital strategies, print advertising, and word of mouth tactics.
- Coordinated with creative team to generate dynamic marketing content and communication tools for promotional campaigns.

Marketing Consultant

Sebez Training and Consultancy services, Ethiopia | January 2024 - November 2025

- Consulted with clients on business issues and developed innovative proposals.
- Consulted with clients on business issues and developed innovative, high-impact proposals.

Digital Marketing Manager

Careall Foreign Employment Agency, Ethiopia | June 2024 - September 2025

- Executed email, social, influencer & branding campaigns to boost visibility.
- Performed market research and created targeted content.
- Designed and managed a professional website.
- Delivered measurable solutions connecting professionals with global opportunities.

Social Media Marketing Specialist

Al Nujoom Domestic Worker, United Arab Emirates | May 2024 - May



BEAMLAK TAMRAT

Addis Ababa, Ethiopia 1000
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+251944750500

Experienced Digital Marketing Specialist with expertise in SEO/SEM, social media strategy, paid advertising, and content creation for mobile apps and websites across Ethiopia and the UAE. Proficient in campaign planning, email marketing, influencer management, and CRM-driven marketing automation. Skilled in creative storytelling, graphic design, AI-assisted video production, and data-driven marketing using Google Analytics and Power BI. Proven record delivering branding, targeted social and paid campaigns, and research-led content initiatives that boost visibility, engagement, and measurable client results.

LANGUAGES

Amharic (Speaking, Writing, Listening and Reading).

English (Speaking, Writing, Listening and Reading).

Tools

- Google Analytics (GA4) and Google Ads
- Meta Business Suite (Facebook & Instagram Ads)
- TikTok Ads
- Mailchimp (email marketing)

2025

- Social media manager, Social media coordinator, Graphics designer, AI video generator
- Managed social media accounts on day-to-day basis to increase company recognition by creating engaging content.
- Boosted reach by creating digital content, managing scheduling, maintaining social media accounts and reporting analytics to measure engagement.
- Trafficked advertisements to target audience using specific algorithms for focused exposure.

Social Media Marketing Specialist

NISIR IT SOLUTIONS, Ethiopia | February 2024 - May 2025

- Experienced and Skilled in Content Creation and innovative design solutions. Strong professional background in developing creative strategies that enhance brand visibility and drive audience engagement.

Media and public relation manager

hamere Berhan, Ethiopia | March 2024 - January 2025

Event Coordinator

Asham promotion and event organization, Ethiopia | July 2023 - February 2024

- Coordinated schedules and timelines for events.
- Managed event logistics and operations.
- Developed and distributed event surveys to gather feedback and assess event success.
- Developed detailed event reports, documenting all aspects of each event.

Websites, Portfolios, Profiles

- https://www.linkedin.com/in/beamlak-tamrat/
- https://mudaymarketing.com/
- https://portfolio.mudaymarketing.com/

CERTIFICATES

- Mega Digital Marketing Course A-Z
- Machine Learning A-Z: AI, Python & R + ChatGPT PrizeMachine Learning A-Z
- HubSpot (CRM & marketing automation)
- Google Search Console (SEO basics)
- Canva and Affinity (graphic design)
- Adobe Photoshop (advanced design)
- Adobe Premiere Pro (video editing)
- Microsoft Teams / Slack (team communication)
- Microsoft Excel / Google Sheets (reporting & basic data analysis)
- Asana (project & task management)
- Notion (docs, knowledge base & lightweight project management)

Skills

- Marketing & Digital Marketing Skills
- SEO & SEM
- Content creation
- Social media management
- Social media paid advertising
- Email marketing
- Digital marketing strategy
- Campaign planning and execution
- Marketing research
- Marketing automation
- CRM management
- Lead generation & nurture
- Campaign performance tracking & reporting
- Marketing analytics