



MOHAMMAD MOHSIN |

B2B Marketing Specialist | Industrial & Energy Sector

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PROFESSIONAL SUMMARY

B2B Marketing Specialist with experience supporting industrial and engineering businesses through digital marketing, sales enablement, proposal branding, CRM workflows, and website/SEO execution. Currently working at GlobeTech Industrial Enterprises FZCO (Dubai), managing marketing campaigns and performance reporting while supporting proposal templates and brand systems. Strong ability to operate in technical environments (Oil & Gas / Energy / Industrial), coordinate cross-functionally, and build marketing processes that directly support sales.

CORE COMPETENCIES

- B2B Marketing (Oil & Gas / Energy / Industrial)
- Sales Enablement & Proposal/Template Design
- CRM Implementation & Lead Workflow Setup
- Website Management, SEO & Content Updates
- Marketing Collateral (Brochures, Company Profile, Brand Assets)
- Tender/Bid Support (Enquiry Tracking, Documentation Support)
- Performance Marketing (Google Ads, Meta Ads)
- Analytics, Reporting, KPI Tracking (GA4, GTM)
- Funnel Optimization & Landing Page Improvement
- Email Marketing & Campaign Automation

TOOLS & PLATFORMS

Design & Content: Canva, Adobe (Photoshop / Illustrator), Framer, WordPress

CRM & Business Systems: Odoo (Implemented), Zoho, Klaviyo, Cove

Marketing & Analytics: Google Analytics (GA4), Google Tag Manager, Google Ads, Meta Ads Manager

Productivity: Microsoft Excel, PowerPoint, Google Workspace

AI Tools: Advanced AI tools for content, design, research, and workflow automation

Experience

MARKETING SPECIALIST | GLOBETECH INDUSTRIAL ENTERPRISES FZCO DUBAI, AE

JAN 2024 - PRESENT

- Planned and executed digital marketing campaigns across paid and organic channels for industrial B2B products and services.
- Owned website performance, lead tracking, and campaign reporting using analytics tools (GA4, GTM, KPI dashboards).

- Managed Google Ads and Meta Ads campaigns with continuous optimization of creatives, landing pages, and messaging.
- Built and maintained sales/proposal templates and ensured brand consistency across communication assets.
- Implemented and supported CRM systems (Odoo) and contributed to lead workflow setup and tracking.
- Collaborated with internal teams to align marketing initiatives with business objectives and sales priorities.

**MARKETING & COMMUNICATIONS LEAD | MV OIL AND GRAINS | KOZHIKODE, IN
DEC 2023 - 2025**

- Built and managed the brand's digital presence across multiple channels.
- Executed content strategy and promotions to improve awareness and engagement.
- Tracked customer response and campaign performance.

**GROWTH MARKETING CONSULTANT | GROWAR | KOZHIKODE, IN
JAN 2021 - 2024**

- Consulted businesses on SEO, paid advertising, CRO, and conversion-focused campaigns.
- Improved lead generation and visibility through data-driven optimization.
- Worked across multiple industries, including B2B and B2C.

EDUCATION

Bachelor of Commerce (B.Com) – University of Calicut (2019 - 2022) | [View Certificate](#)

CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Program | [View Certificate](#)