



# Mohammed Afzal Memon

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## ► OBJECTIVE

Dynamic DigitalMarketing professional skilled in SEO, social media marketing, content creation, and paid ads. Experienced in running campaigns that drive traffic, engagement, and leads. Proficient with Google Ads, Meta Ads Manager, Google Analytics, and Canva, with strong skills in targeting, keyword research, and performance analysis.

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## ► EDUCATION

Bachelor's of ComputerApplication – Mohan Lal Sukhadiya University (Udaipur)

Jul 2021 – Oct 2023

Digital Marketing – TOPS Technologies Pvt. Ltd. (Ahmedabad)

Jul 2025 – Present

Higher Secondary Certificate (HSC), Commerce – St. Paul's Senior Secondary School (Aburoad)  
2018 – 2020

Secondary School Certificate (SSC) – Class 10

Board: CBSE

School: Sai Baba Public school, Aburoad

Year of Passing: 2018

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## ► PROJECTS

- Conducteda comprehensive market research project on Jio + Hotstar, analyzing consumer behavior, competitor positioning, and digital marketing strategies to identify growth opportunities and user engagement trends.  
Link: [Jio-Hotstar](#)
- **Aqwell – Fashion E-Commerce Website** – Designed and developed a fashion-focused website showcasing modern apparel and branding Website Link : <https://aqwell.wordpress.com/>
- SEO & Keyword Research Project – [Flinkit](#)  
*Completedan SEOproject forFlinkit involvingkeywordresearch,competitiveanalysis,and SEO-friendly blog content structure.*

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## ► SKILLS

- SocialMedia Marketing
- SEO(Search Engine Optimisation)
- Adaptability
- Languages Known: English, Hindi,Gujarati
- Communication
- Problem solving

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**Declaration:** The information provided in this CV is accurate and true to the best of my knowledge. Any references or background checks may be conducted upon request.