Mohammed Afzal Memon

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▶OBJECTIVE

Dynamic Digital Marketing 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.

▶EDUCATION

Bachelor's of Computer Application – 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

▶PROJECTS

- Conducted a comprehensive market research project on Jio + Hotstar, analyzing consumer behavior, competitor positioning, and digital marketing strategies to identify growth opportunities and user engagement trends.
  GitHub 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*
- *Conducted **keyword research and SEO analysis** to identify relevant, high-intent keywords for improved organic visibility.*

- *Performed **competitive analysis** to study competitor keywords, content strategies, and ranking patterns.*

- *Assisted in developing **SEO-optimized content structures** for blog pages, including proper heading hierarchy (H1–H3).*

- *Created keyword lists mapped to search intent to support **content planning and on-page SEO**.*

- *Supported blog optimization through recommendations for **meta titles, meta descriptions, and internal linking**.*

- *Used SEO tools and basic analytics to evaluate search volume, keyword difficulty, and competition.*

▸SKILLS

- Social Media Marketing
- SEO(Search Engine Optimisation)
- Adaptability
- Languages Known: English, Hindi, Gujarati

- Communication
- Problem solving

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.