



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

Qualification / Course	Institution / University	Location	Duration / Year
Bachelor of Computer Application (BCA)	Mohan Lal Sukhadia 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	Abu Road	2018 – 2020
Secondary School Certificate (SSC) – Class 10 (CBSE)	Sai Baba Public School	Abu Road	Year of Passing: 2018

► PROJECTS

- Conducted market research on Jio + Hotstar, analyzing consumer behavior, competitors, and digital marketing strategies to identify growth and engagement opportunities.
Link: [Jio-Hotstar](#)
- Aqwell – Fashion E-Commerce Website** – Website Link : <https://aqwell.wordpress.com/>
- SEO & Keyword Research Project – **Flinkit**
Completed an SEO project for Flinkit involving keyword research, competitive analysis, and SEO-friendly blog content structure

► SKILLS

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