

PROFILE

Aspiring to work with an organization that offers an opportunity for my proffessional development while being ingenious, flexible and innovative

ACADEMIC PROFILE

University of Calicut (2015-2018) **Bachelor of Business Administration** (BBA)

PROFESSIONAL SKILLS

SOCIAL MEDIA MARKETING (SMM)

Facebook Ads

Instagram Ads

SnapChat Ads

TikTok Ads

SEARCH ENGINE MARKETING (SEM)

Google Ads

Keyword Research and Analysis

Conversion Tracking

Budget management

Google Tag Manager

SEARCH ENGINE OPTIMIZATION (SEO)

Keyword Analysis

Competitors Analysis

Page Speed Insight

Title and Description SERP Snippet

Google Search Console

Google Analytics GA4

EMAIL MARKETING

Mail Chimp

ABILITIES

- •Web-based Application: WordPress, Salla, Shopify
- Design Software's: Adobe Photoshop,

Adobe Aftereffect ,Adobe PremirePro.

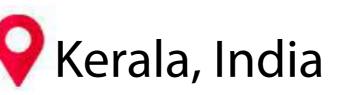
Office Application: Microsoft Word,

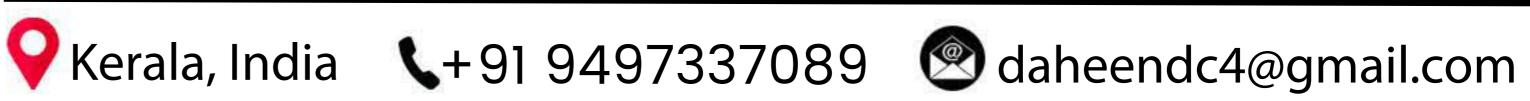
MS-Excel, PowerPoint

LANGUAGE

English Malayalam Hindi

MUHAMMED DAHEEN **Ecommerce Marketing Specialist**





CAREER SUMMARY

Ecommerce Marketing Specialist | Nov 2023 | Rainny Clouds OG

- Managing e-commerce operations, including product stock management and coupon integration on the website.
- Implementing and optimizing social media marketing campaigns on platforms like Instagram, Facebook, and Google Ads (Search, YouTube, Display, Performance).
- Creating and managing Snapchat ads campaigns for website traffic, Website conversion, and catalog promotion.
- Executing email marketing strategies using MailChimp, including offer emails and newsletters for new products.
- Conducting search engine optimization tasks, such as optimizing titles, meta descriptions, and product descriptions.

Ecommerce Marketing Specialist | Nov 2023 | ONVOG

- Overseeing e-commerce activities, including product stock updates and coupon management on the website.
- Developing and refining social media marketing initiatives across Instagram, Facebook, and Google Ads (Search, YouTube, Display, Performance).
- Planning and executing Snapchat ads campaigns to drive website traffic, increase brand awareness, and promote product catalogs.
- Managing email marketing efforts through MailChimp, including crafting and sending offer emails and newsletters featuring new products.
- Implementing search engine optimization strategies, including optimizing titles, meta descriptions, and product descriptions for better visibility and ranking.

Digital Marketing Specialist | Jul 2022 - Oct 2023 **Ammar Factory For Metal Blinds**

- Devised and executed impactful SEO strategies, driving substantial organic search traffic growth. Achieved first-page rankings on Google and elevated search engine placement for targeted keywords, delivering enhanced online visibility and performance.
- Planned and executed social media marketing campaigns on various platforms such as Facebook Ads, Instagrm Ads, SnapChat Ads, and Twitter Ads
- Managed Search engine Marketing Campaigns (Google Ads), Including Keywords research, bid management, and Content optimization

Digital Marketing Strategist | Jun 2020 - Oct 2021 Oyster Digital Technologies Pvt Ltd

- Successfully spearhead campaigns on Google Ads and social media platform including Facebook and Instagram.
- Assisted in developing plans and executing strategies to build an ever-growing social media presence.
- Managed, maintained, and moderated social media accounts on Facebook & Instagram...

Digital Marketing Intern | Nov 2019 - Feb 2020 **Quadcubes Digital LLP**

- Involved in brainstorming sessions for various Industry campaigns Prepared reports on expected campaign outcomes and past performance of similar campaigns (Google Ads, Facebook Ads).
- Defined and Developed digital promotional campaigns in order to analyse the performance.

CERTIFICATION | DIGITAL MARKETING COURSE | Calicut Digital Academy

- Social Media Marketing, Facebook Ad Manager, Google Ads, Google Analytics.
- SEMRush, UberSuggest, Keyword Research, Google Keyword Planner, Social Media Marketing, Content Marketing, Blogging & Email Marketing.

Assistant Accountant | May 2018 - Jul 2019 **BEEPATH STEEL PVT LTD**

MS-word, MS-excel, Tally

Reconciliation of Ledgers of Accounts and BankStatement