



## PROFILE

Aspiring to work with an organization that offers an opportunity for my professional 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 PremierePro.
- Office Application: Microsoft Word, MS-Excel, PowerPoint

## LANGUAGE

English  
Malayalam  
Hindi

## MUHAMMED DAHEEN Ecommerce Marketing Specialist

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## 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, Instagram 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 BEEPAT STEEL PVT LTD

MS-word, MS-excel, Tally  
Reconciliation of Ledgers of Accounts and BankStatement