

Ayaan Shaikh

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ABOUT ME

Certified Digital Marketing Executive with 6 months of internship experience in social media management, SEO keyword research, WordPress website development, and e-commerce marketplace optimization. Hands-on experience working with Amazon, Flipkart, Noon, and Trendyol, including Amazon A+ Content creation. Passionate about building strong digital presence, improving online visibility, and driving conversions through data-driven strategies.

EDUCATION AND TRAINING

- Bachelor of Commerce (B.Com) – SY (Pursuing) (2026)
Ismail Yusuf College of Arts, Science and Commerce – Mumbai
- Advanced Digital Marketing Certification – Grow Digital Institute (2025)
- Higher Secondary Certificate (HSC) – JES College (2024)
- Secondary School Certificate (SSC) – Infant Jesus High School (2022)

WORK EXPERIENCE

Digital Marketing Intern

Kubix Consultants / Kubix Digital – Mumbai (6 Months)

- Managed and executed social media strategies across Instagram, Facebook, YouTube, and TikTok to improve brand visibility and engagement
- Conducted SEO keyword research for Kubix Consultants using Google tools to support content and ranking strategies
- Designed and developed company websites for Kubix Consultants and Kubix Digital using WordPress, ensuring responsive design and SEO-friendly structure
- Created and optimized e-commerce product listings on Amazon, Flipkart, Noon, and Trendyol, including titles, bullet points, descriptions, and keyword optimization
- Developed Amazon A+ Content, enhancing product presentation, brand storytelling, and conversion potential
- Assisted in planning and executing Meta Ads (Facebook & Instagram Ads), including audience targeting, creative selection, and basic performance monitoring
- Analyzed ad engagement and campaign insights to support optimization and reporting

PROJECTS & PRACTICAL WORK

- WordPress Website Development for Kubix Consultants
- SEO Keyword Research & Content Structuring for Service Pages
- Meta Ads Campaign Setup & Performance Monitoring (Facebook & Instagram Ads)
- Amazon A+ Content Design & Implementation
- Multi-platform E-commerce Listing & Optimization (Amazon, Flipkart, Noon, Trendyol)

TECHNICAL SKILLS

- Social Media Marketing (Instagram, Facebook, YouTube, TikTok)
- Search Engine Optimization (Keyword Research, On-page SEO)
- E-commerce Marketplace Management
- Amazon Seller Central & A+ Content
- WordPress Website Development
- Canva (Creatives & Marketing Visuals)
- Google Keyword Planner
- Google Analytics (Basics)

MANAGEMENT & LEADERSHIP SKILLS

- Event Sub-Head – Parivartan Shree Bodybuilding (2025)
- Community Representative – Saher NGO
- House Captain – Infant Jesus High School

CAREER OBJECTIVE

To build a successful career as a Digital Marketing Executive, where I can apply my hands-on internship experience in social media management, SEO keyword research, WordPress website development, and Meta Ads (Facebook & Instagram advertising) to support brand growth and online visibility. I aim to contribute to result-driven digital campaigns, continuously upgrade my skills in performance marketing and analytics, and work collaboratively with a dynamic team to deliver measurable marketing outcomes while growing professionally in the digital marketing field.

LANGUAGES

- English
- Hindi
- Marathi
- Urdu