

Mohammad Ismail

Digital Marketer & Business executive

Profile //

Motivated and creative B.Com graduate with hands-on experience in social media marketing, Meta ads, content creation, and online brand promotion. Skilled in tools like Canva, VN, CapCut, Lightroom, and Premiere Pro with a strong understanding of digital trends and consumer engagement. Seeking a dynamic role in digital marketing where I can apply my skills to grow brand presence, run effective campaigns, and contribute to business success through innovative online strategies.

Contacts //

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Education //

Higher Secondary – Arul Malar
Matriculation Higher Secondary
School, Madurai **Percentage - 70%**
2019 - 2020

B.com Computer App – MSS
Wakf Board College, Madurai **CGPA - 8.2**
2020 - 2023

Skills //

(Technical)

- Canva
- Meta
- Cap Cut
- VN
- Premier Pro
- LightRoom
- SEO Skills
- Accountant
- MS Excel
- HTML
- CSS

(Professional)

- Team Player
- Critical Thinker
- Quick Learner
- People’s Person
- Good Communication

Experience //

- Digital Marketing Associate**
GADGET VIBES – Online Gadget Store
Madurai | Jan 2022 – Dec 2023
- Handled online and social media marketing for gadgets across Instagram and Facebook.
 - Ran Meta ads to boost product visibility and attract more customers.
 - Created product posters and promotional graphics using Canva, Lightroom, and Premiere Pro.
 - Edited and produced product videos using VN, CapCut, and Premiere Pro to post on social media.
 - Helped increase followers and sales by running engaging ad campaigns and content.
- Social Media Manager & Content Editor**
AS Mobiles – Mobile Accessories Seller
Madurai | Jul 2021 – Dec 2022
- Managed the business’s Instagram and Facebook pages, posting product updates regularly.
 - Ran ads to promote mobile accessories and attract new buyers.
 - Designed posters and edited short videos and reels to showcase the products in an appealing way.
- Sales Executive & Accountant**
Ulama Lungies & Madina Garments – Textile Companies
Madurai | Jan 2020 – Jun 2021
- Worked in sales and basic accounting, handling customer billing and product stock.
 - Kept records of daily sales and payments, supporting smooth operations.
 - Assisted with customer support and helped improve sales through clear communication.