

# 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.